

*NHTSA
Central Region*

**MISSOURI
2008
ANNUAL REPORT**

*Missouri Department of Transportation
Highway Safety Division
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FOREWORD

The MoDOT mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri. The Highway Safety Division (HSD) works specifically to reduce the number and severity of traffic crashes resulting in deaths and injuries. This requires the staff of the Highway Safety Division to work closely with state and local agencies in an attempt to develop programs which are innovative, cost efficient and, above all, effective in saving lives. This is accomplished through development and administration of the Governor's Highway Safety Program.

In keeping with this administration's philosophy to provide quality customer service, we strive to incorporate involvement from both traditional and non-traditional partners in our safety endeavors. Expanded partnerships enable us to reach a broader base of customers with the life-saving messages of traffic safety.

The accomplishments noted in this report would not have occurred without the dedication and foresight of the staff of the Highway Safety Division and the support of the Missouri Department of Transportation. In addition, the State Highway Patrol; Statistical Analysis Center of the Patrol; Missouri Safety Center; Safety Councils; the Missouri Coalition for Roadway Safety; Southeast and Southwest Missouri Safe Communities; Missouri Advocates for Traffic Safety; Law Enforcement Traffic Safety Advisory Council (LETSAC); and Region 7, National Highway Traffic Safety Administration (NHTSA) office continually provided assistance and helped expand our creativity and scope.

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ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

EXECUTIVE SUMMARY

GUIDELINES

The Annual Report for the Highway Safety Division (HSD) covers those activities funded for the period October 1, 2007 through September 30, 2008. The structure of this report attempts to follow the guidelines set forth by the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) Order 960-2/7510.3A.

PURPOSE

The National Highway Safety Act of 1966 charges each Governor with the responsibility of establishing a state highway safety program. In the State of Missouri, the program is administered through the Highway Safety Division (HSD), a unit of the Missouri Department of Transportation. The goal of the HSD is to reduce both the number and severity of traffic crashes and the deaths and injuries resulting from these crashes.

PROBLEM IDENTIFICATION

Traffic crashes are, unfortunately, an accepted part of our mobile society. In 2007, there were 166,052 traffic crashes in Missouri resulting in an economic loss to the state in excess of \$3.5 billion. In these crashes, 60,000 persons were injured while another 992 lost their lives. Tragically, motor vehicle crashes are the leading cause of death for those aged 3-33.

PROBLEM SOLUTION

An annual Highway Safety Plan (HSP) is developed by the HSD utilizing statewide traffic crash data. Statistics are maintained by the Highway Patrol in a repository identified as STARS (Statewide Traffic Accident Records Systems). The Patrol's Statistical Analysis Center compiles the data into a comprehensive report known as the Traffic Safety Compendium. The Compendium contains the following statistics that enable HSD to produce a data-driven HSP:

- Traffic safety problem areas (e.g., alcohol-related, speeding, failure to use seat belts, engineering issues);
- Geographic High Accident Locations (HAL—hot spots for traffic crashes);
- Demographics (age, gender, urban vs. rural, etc.)

STRATEGIES

State and local governmental agencies are solicited to assist in the development of countermeasure projects to address these problems. These projects are then compiled into a comprehensive traffic safety plan for the state. Federal funding to support the HSP is channeled to the state from the Section 402 Highway Safety Program within the U.S. Department of Transportation. In addition to Regular 402 funding, Missouri also received Section 154 transfer, 157, 408, 410 SAFETEA-LU, 2011, and 1906 funds.

SUCSESSES/RESULTS

Since inception of the highway safety program in 1967, Missouri has witnessed a drop in the vehicle death (fatalities per 100 million vehicle miles traveled) from 6.2 to 1.4 in 2007. In calendar year 2007, Missouri experienced declines in overall crashes and injuries. In addition, the goal to reduce fatalities to 1,000 or fewer by 2008 was successful—the death total was reduced to 992.

Year	Overall crashes	Injuries	Deaths
2006	167,143	62,078	1,096
2007	166,052	60,000	992
	<1,091	<2,078	<104

While not solely responsible for this trend, these traffic safety countermeasure projects have made dramatic strides in saving lives.

ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

PROGRAM EVALUATION

Two types of evaluation methods are used to determine program effectiveness—administrative and impact. Administrative evaluations measure the operational efficiency of task activities relative to meeting the established goals and objectives of the project. Impact evaluations determine the extent to which the project was able to impact traffic crash involvement.

Included within this Annual Report are traffic safety countermeasure programs that have demonstrated best practices. These programs satisfy most, if not all, of the following criteria:

- They employ crash statistics to identify problem areas;
- They target high risk groups of individuals;
- They utilize knowledge & expertise of the local community to propose workable solutions;
- They apply varied resources from numerous sources;
- They are comprehensive in design; and
- They seek to modify behavior through effective enforcement, education and engineering.

INTERNAL ACTIVITIES

In addition to administering programs that are funded through state and local government agencies, HSD staff members participate in activities to further traffic safety within the state. These include, but aren't limited to:

- Production and distribution of traffic safety materials;
- Legislative tracking and review;
- Training presentations (child safety seats; safety belts; law enforcement grant applications; traffic safety programs; legislation; youth issues; etc.);
- Exhibits (safety fairs; conferences; State Fair; employer programs; etc.);
- Press conferences & media events; and
- Federal, state and local committees/boards with like-minded missions.

GRANT-FUNDED ACTIVITIES

The Highway Safety Division contracts with State and Local governmental agencies to perform services designed to impact specified problem areas that result in traffic crashes. These problem areas include: Aggressive Driving, Older Drivers, Public Information and Education, Alcohol and Other Drugs, Occupant Restraints, Motorcycle Crashes, School Buses, Young Drivers, Commercial Motor Vehicles, Vulnerable Roadway Users, Engineering and Data Collection.

A total of 328 contracts were issued to grantees. Agencies are required to submit a synopsis of their grant activities for the fiscal year including the results of their efforts. Within this report we have included a sampling of some of the projects we feel were quite successful. A complete file of all annual reports is maintained within the Highway Safety Division.

ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

BUDGET

The total obligation of federal funding and expenditures by the State of Missouri for FY 2008 was as follows. Detailed project amounts are provided in the Budget Addendum.

FUNDING		CURRENT	CARRYOVER	TOTAL	CARRYOVER	TOTAL
CODE	PROBLEM AREA	2008 FUNDS	FROM 2007	AVAILABLE	TO 2009	OBLIGATED
402 REG	All Traffic Safety	4,720,485.00	2,324,574.11	7,045,059.11	1,458,295.00	5,586,764.11
154	Transfer Funds - AL	3,567,920.59	4,603,103.37	8,171,023.96	3,848,115.00	4,322,908.96
154	Transfer Funds - HE	11,423,342.41	1,690,977.12	13,114,319.53	7,841,748.00	5,272,571.53
157	Incentive		64,691.09	64,691.09	1,781.00	62,910.09
410	Alcohol	2,965,650.00	2,684,940.60	5,650,590.60	3,127,329.00	2,523,261.60
SAFETEA-LU						
408	Data Program	543,037.00	1,267,735.49	1,810,772.49	885,847.00	924,925.49
2010	Motorcycle Safety	120,344.00	245,704.00	366,048.00	112,438.00	253,610.00
2011	Child Seats	441,697.00	1,185,481.69	1,627,178.69	1,086,140.00	541,038.69
1906	Prohibit Racial Profiling		986,849.35	986,849.35	402,967.00	583,882.35
TOTALS		23,782,476.00	15,054,056.82	38,836,532.82	18,764,660.00	20,071,872.82

ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

	<u>Baseline Data 1995 - 1998</u>				<u>Progress Report Data 2003 - 2007</u>				
	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Fatalities	1,109	1,148	1,192	1,169	1,232	1,130	1,257	1,096	992
Serious Injuries (Defined as: Incapacitating Injury)	10,592	10,328	10,205	9,538	8,724	8,859	8,625	8,150	7,744
Fatalities and Serious Injuries Combined	11,701	11,476	11,397	10,707	9,956	9,989	9,882	9,246	8,736
Fatality Rate / 100 million VMT	1.9	1.9	1.9	1.8	1.8	1.7	1.8	1.6	1.4
Fatality and Serious Injury Rate/ 100 million VMT	19.8	18.8	18.1	16.6	14.7	14.6	14.4	13.4	12.6
Fatality Rate / 100K Population	20.6	21.1	21.7	21.2	21.6	19.6	21.7	18.8	16.9
Fatality and Serious Injury Rate / 100K population	217.6	211.3	207.9	193.9	174.5	173.6	170.4	158.2	158.2
Alcohol-Related Fatalities	266	286	242	277	277	252	274	273	243
Alcohol-Related Fatalities as percentage of All Fatalities (%)	23.99%	24.92%	20.31%	23.70%	22.48%	22.3%	21.80%	24.91%	24.5%
Alcohol Related Fatality Rate / 100 million VMT	0.4	0.5	0.4	0.4	.33	0.4	0.4	0.4	0.4
Percent of Population Using Safety Belts*	unknown	unknown	unknown	60.42%	72.93%	75.88%	77.41%	75.1%	77.16%
Percent of unbelted drivers and occupants seriously injured or killed in a crash	23.01%	22.65%	22.78%	22.83%	28.16%	29.26%	30.29%	31.14	29.67
State Population Estimates	5,378,247	5,431,553	5,481,193	5,521,765	5,704,484	5,754,618	5,800,310	5,842,713	5,878,415

*Seatbelt percentages from University of Central Missouri Seatbelt Usage Surveys.

Seatbelt usage percentages are for drivers and passengers of automobiles, sport utility vehicles, vans, and trucks only to ensure consistency across years.

Crash data provided by the Statistical Analysis Center, Missouri State Highway Patrol

POLICE TRAFFIC SERVICES

This program area addressed numerous traffic safety issues with an emphasis on enforcement and public education and awareness. In analyzing Missouri traffic crash data, we identified aggressive driving (including speed and all hazardous moving violations), alcohol impairment, and occupant protection as the most serious areas. The target groups causing the most crashes were shown to be drivers committing hazardous moving violations (especially speeders and drinking drivers) and young drivers under the age of 21. Countermeasure efforts were directed statewide because even though more crashes occurred in the densely populated urban areas, three-fourths of the *fatal* crashes occurred in rural areas.

BENCHMARKS

Established	Result
2% reduction in fatalities and disabling injuries attributable to aggressive driving crashes in comparison to the previous 3-year total (2003-2005 = 28,340, 2004-2006 = 11,060)	From 2005 through 2007 there were 10,628 fatalities and disabling injuries attributable to aggressive driving crashes, a 3.9% reduction from the previous 3-year total of 11,060.
Statistics from 2004-2006 show a slight fluctuation in the number of aggressive driving fatalities and disabling injuries as a percentage of total fatalities and disabling injuries (36.8% in 2003 up to 38.4% in 2004 then back down to 37.4% in 2005; then back up to 38.1% in 2006).	
2% decrease in number of fatalities and disabling injuries resulting from crashes involving older drivers in comparison to the previous 3-year total (2004-2006 = 3,782)	From 2005-2007 there were 3,729 fatalities and disabling injuries that involved an older driver of a motor vehicle. This was a 1.4% reduction from the previous 3-year total of 3,782.
2% decrease in fatalities and disabling injuries resulting from crashes involving young drivers compared to the previous 3-year period (2004 - 2006 = 6,598)	From 2005-2007 there were 7,318 fatalities and disabling injuries that involved a young driver. This was an increase of 10.9% from the previous 3-year period of 6,598.
2% reduction in fatalities and disabling injuries resulting from crashes involving motorcycles in comparison to the previous 3-year period (2004-2006 = 2,115)	From 2005-2007 there were 2,254 fatalities and disabling injuries resulting from crashes involving motorcycles. This was a 6.5% increase from the previous 3-year period of 2,115.

STRATEGIES

Identified	Implemented
Expand targeted corridor projects and Selective Traffic Enforcement Programs (STEPS) conducted by the Highway Patrol and local law enforcement agencies	<p>The Missouri Safety Center under contract with the Highway Safety Division contacted and offered overtime enforcement contracts to 250 targeted law enforcement agencies statewide in the counties where seat belt surveys and the majority of fatal and personal injury crashes are occurring. The goal of this program was to put as much enforcement on the streets during the national Click It or Ticket Campaign time frame.</p> <p>This year a total of 152 of the 228 law enforcement agencies were able to participate. Those participating officers spent a total of 9,518 hours to achieve the following enforcement actions. 143 DWI arrests, 4,253 Safety Restraint citations, 119 Child Passenger Safety citations, 57 Felonies, 1 Stolen Vehicle, 204 Fugitives Apprehended, 495 Suspended Licenses, 1,318 Uninsured Motorists, 7,270 Speeding citations, 82 Drug related, and 1,728 other citations.</p> <p>Based upon the national You Drink & Drive, You Lose campaign the Missouri Safety Center in partnership with the Highway Safety Division provided contracts to 135 local and county law enforcement agencies statewide to conduct overtime enforcement during the time frame of August 15 to September 1, 2008. As of this writing a total of 134 agencies have reported activities under this grant. Additional participation has been reported directly to the Highway Safety</p>

	<p>Office by agencies operating under separate contracts including the MSHP. During this effort the following results were reported to the Missouri Safety Center: Officers logged 8,294 hours of enforcement and had the following results. DWI Arrests – 894; Safety Restraint Citations – 1,064; Child Passenger Citations – 99; Felonies – 236; Stolen Vehicles – 3; Suspended Licenses – 892; Uninsured Motorists – 1,616; Speeding – 4,504; Reckless Driver – 206; and Drug Arrests – 192.</p>
Continue to strategize with law enforcement and training academy partners to develop enforcement/awareness countermeasures and share their concepts and programs	<p>The Highway Safety Division contracts with state and local law enforcement academies (University of Central Missouri and the Missouri Southern State University) to offer “traffic safety specific” courses that aren’t normally offered through the Basic Law Enforcement Academy curriculum.</p>
Fund saturation enforcement efforts in construction/work zones in each of the MoDOT districts and enhance the enforcement with public awareness campaigns	<p>Campaign tools were made available and included statewide media, press events, a work zone link from the MoDOT web site where the public could go for all work-zone-related information, billboards near major work zones in Missouri, as well as employee and public-awareness events throughout the districts all year long. An orange light campaign ran statewide where the districts worked to light major landmarks in their area orange during Work Zone Awareness Week.</p> <p>Two law enforcement leadership luncheons were held in Monett and Sikeston in April 2008. This provided HSD the opportunity to bring awareness to traffic issues in these rural areas.</p>
Expand use of speed monitoring and changeable message signs	<p>MoDOT continued using electronic changeable message boards to include the SCOUT and GATEWAY systems. Permanent MoDOT message board systems were also used.</p>
Expand efforts to educate roadway users on the dangers of aggressive driving and the rules of the road	<p>HSD, along with partnering agencies were able to update the Safe Driving Guide for all new drivers and distribute the document through the state. Over 75,000 manuals have been distributed statewide. Law Enforcement mobilization dates were expanded. HSD continued to provide presentations to corporate, communities and schools about the dangers of aggressive driving and the rules of the road. New guard cable was placed on I-55. MoDOT expanded the use of rumble strips and rumble stripes. MoDOT continues to expand clear zones to open up visibility.</p>
Expand the use of red light running cameras throughout the state	<p>The Highway Safety Division continues to promote and support the installation and use of red light running cameras across the State. This tool has been proven to reduce hazardous moving crashes. Although in some cases rear-end crashes may increase, the reduction in severity of all crashes continues to make this a proven countermeasure.</p>

Design an assessment tool for older drivers which can be used by driver examiners	Initial development has been completed for a brief office test battery that is predictive of on the road driving test performance in older adults with cognitive impairment.
Train driver examiners and driver license personnel to identify and assess unfit drivers	All driver examiners with the Missouri State Highway Patrol have received older driver training.
Train law enforcement personnel to identify signs of impairment specific to older drivers	A curriculum was purchased in order to provide sensitivity training to advocates in the state who will be working with older driver safety programs. The program uses several tools to simulate some of the age-related problems with vision and flexibility. The HSD is exploring the possibility of working with the Missouri State Highway Patrol to offer this curriculum in the next fiscal year.
Identify and promote self-assessment tools to enable older drivers to check their own driving abilities	The HSD promotes the use of self-assessment tools such as AAA Roadwise Review.
Develop and distribute public informational materials to assist older drivers and their families	Educational materials were purchased or printed and provided to the public to increase awareness of older driver safety issues and concerns.
Continue Mature Driving Task Force meetings directed at developing countermeasures to reduce crashes involving older drivers	A database of safety partners interested in Older Driver issues is maintained by the HSD and efforts continue through that group.
Conduct <i>Drive Well</i> and <i>Car Fit</i> NHTSA training sessions in selected regions of the state	<i>CarFit</i> and <i>DriveWell</i> trainings were hosted in the Springfield area with 31 participants. An instructor was brought in from the American Occupational Therapy Association to assist the state with this program and serve as a mentoring instructor in order to acquire instructor certification for one of Missouri's occupational therapists.
Implement strategies outlined in <i>Missouri's Blueprint for Safer Roadways</i>	Strategies outlined in <i>Missouri Blueprint for Safer Roadways</i> are included in Missouri's Highway Safety Plan each year.
Distribute NHTSA's <i>Fake Helmets, Unsafe on Any Head</i> to law enforcement agencies, conduct training through LETSAC on detecting the use of non-compliant helmets, and encourage aggressive enforcement of Missouri's helmet law	Permission was sought and granted by NHTSA to copy their video "Fake Helmets"—170 copies were made and will be distributed to law enforcement agencies in April 2009.
Distribute NHTSA's <i>Detecting DWI Motorcyclists</i> to law enforcement agencies, conduct training through LETSAC on detecting DWI motorcyclists, and encourage aggressive enforcement of while riding while impaired	The Missouri Safety Center has put in a request to be placed on the LETSAC conference agenda to discuss training on detecting DWI motorcyclists and also to encourage aggressive enforcement to address riding while impaired.
Continue to work with eligible entities seeking approval as providers to expand motorcycle training capacity	MMSP established one new training site in 2008 in the Springfield area. Experienced RiderCourse enrollment Increased by 3% in 2008.
Continue to search for suitable locations for permanent training sites to expand motorcycle training capacity in order to accommodate training within 50 miles of any Missouri Resident.	There are mobile training sites available to areas that do not have a permanent training facility. Efforts continue to establish permanent training facilities around the state for all Missouri residents.
Expand upon the motorcycle public information and education campaigns – impaired riding; motorists' awareness of motorcyclists (develop <i>Share the Road</i> paid media campaign utilizing Section 2010 funds); proper protective gear – to include billboards, print materials (pamphlets and posters), radio spots, and television spots; distribute print materials statewide through the DOR field offices, MSHP examination stations, dealerships, etc.	In 2008 MMSP contracted with Missouri Net and aired a public service message directed to motorcycle riders encouraging them to separate alcohol and motorcycle riding. This message was aired statewide on Fridays and Saturdays from May 2 through June 21, 2008, 1,972 hours. In 2008, a total of 20 billboard vinyls were displayed by LaMar outdoor advertising statewide. These billboards warned roadway users to actively look for motorcycles on Missouri's roadways. The program also aired a motorcycle awareness message advising motorists to start looking for motorcycles on roadways through Missouri Net from May 2 through June 21, 2008.
Continue to encourage motorcycle groups and motorcycle dealerships to promote formal motorcycle rider education	Most motorcycle groups find out about rider education by word of mouth, however, many dealerships are helping to spread the word. About 2000 pamphlets have been distributed to members of GWRRA, GWTA, FORR, HOG and to the training sites and instructors. An additional 10,000 will be distributed at the MMSP spring update in

	March 2009.
Continue to provide motorcycle rider education statewide in order to train 4,500 riders annually	In 2007, 5119 riders were trained. Training reports are still being submitted from training sites in 2008, however, to date there have been 5,286 riders trained.
Conduct a minimum of two RiderCoaches (Instructor) preparation courses per year over the next five years in order to train and expand base of certified motorcycle RiderCoaches	Two RiderCoach Preps were conducted in 2007 and two were conducted in 2008. Additionally, two are scheduled for 2009.
Actively participate in Missouri's Motorcycle Safety Committee (MMSP)	The MMSP State Coordinator served on the Blueprint for Safer Roadways Motorcycle Safety Sub-Committee and assisted in the draft of the committee's final report for submission.
Implement as feasible, strategies identified in the "Strategic Planning Final Report," August 30, 2006, developed by the Missouri Motorcycle Safety Committee	In 2008, MMSP distributed a "Share the Road" video to over 150 High Schools with drivers education programs. The program also aired a motorcycle awareness message advising motorists to start looking for motorcycles on the roadways. All radio messages, regardless of main topic, included a message to motorcyclists expressing the importance of wearing proper protective gear.

ENFORCEMENT EFFORTS

The Highway Safety Division recognizes that enforcement efforts, when coupled with education/awareness/media activities, has a much more profound impact. The Statewide enforcement mobilization "Click it Or Ticket" was held from May 19 through June 1, 2008, and the "You Drink and Drive, You Lose." mobilization was held from August 15 through 31, 2008. Law enforcement agencies put in 17,812 hours toward these efforts. The mobilizations were preceded by a media blitz and followed by a recap of the activities upon completion of the enforcement efforts.

Attached to this report is a summary of citation activity data and crash analysis for fiscal year 2008.

TRAINING

Traffic enforcement is a dynamic field. Terrorism, drug-trafficking, evolving designs of motor vehicles, and increased traffic loads make it necessary to continually train law enforcement officers on investigating crashes, making traffic stops, searching vehicles, changing laws, and technology advances. The Highway Safety Division contracts with state and local law enforcement academies (University of Central Missouri and the Missouri Southern State University) to offer "traffic safety specific" courses that aren't normally offered through the Basic Law Enforcement Academy curriculum. Some of the courses funded through the Highway Safety Division for FY 2008 were:

1. Basic Standard Field Sobriety Testing
2. Standard Field Sobriety Testing Instructor Course
3. Standard Field Sobriety Testing Basic Update
4. Standard Field Sobriety Testing Refresher Course
5. Detecting Impaired Driving and Documenting and Testifying
6. BAC Type II Training
7. BAC type III Training
8. Recognizing the Drug Impaired Driver
9. D.W.I. Crash Investigation
10. Sobriety Checkpoint Supervisor Training
11. DRE Recertification Training
12. Small Department DWI Detection
13. Vehicle Search & Seizure
14. High Risk Vehicle Stops
15. Beyond the Ticket
16. MO Motor Vehicle law
17. Railroad Crossing Collision Investigation
18. Crash Investigation Series
19. Emergency Vehicle Operations
20. Pursuits Civil Criminal Liability
21. Courses offered by Missouri State Highway Patrol, which include:
 - a. Basic Crash Investigation
 - b. Advanced Crash Investigation

- c. Crash Reconstruction
- d. Crash Reconstruction Retraining
- e. Radar Instructor
- f. Laser Instructor
- g. Motorcycle/Pedestrian Crash Investigation
- h. SFST Instructor
- i. BAC Type II
- j. BAC Type III/SFST
- k. Energy Methods Crash Reconstruction
- l. EVOC
- m. EVOC Instructor

In addition to the academies, training was offered by the Department of Revenue, Office of the State Courts Administrator, Missouri Office of Prosecution Services, Highway Safety Division, and the Law Enforcement Traffic Safety Advisory Council (LETSAC). Some of the training is available to more than just law enforcement agencies.

OLDER DRIVERS

Our population is aging and older adult drivers are increasing their exposure (miles driven/year) on the highways. Fatality rates per vehicle miles traveled have been falling for society as a whole, but older drivers' rates are increasing (NHTSA, 2005). According to the 2000 Census, Missouri ranked 14th nationally with 13.5% of the population age 65 or older. A 62% increase is expected in this age group between 2005 and 2025, from 774,000 to 1,258,000.

Older drivers are a major concern because they are more at risk of dying in a traffic crash than younger drivers. This is due, in large part, to the fragility of older individuals. Fragility and inflexibility – natural occurrences of aging – cause older drivers to be more easily injured. These conditions cause them to be less likely to survive their injuries. Certain progressive illnesses, such as osteoporosis, atherosclerosis, Alzheimer's disease and macular degeneration, eventually cause physical weakness and/or require driving retirement due to the progressive nature of these diseases. For this reason, NHTSA lists older driver safety as a priority area for research, education, and rulemaking in the upcoming decade.

The Missouri Department of Transportation has begun implementing numerous countermeasures to address visibility issues with older drivers. Roadway markings and highway signs have been modified to utilize material and paint with higher retro-reflectivity. Advance street name signs and wrong-way arrows on ramps have been installed on the highways. Center and edgeline rumble strips and rumble stripes have been installed with this highly reflective material and the width of the stripes have been increased. Interstate mile markers have been redesigned for higher visibility. Signs have been revamped to incorporate a type font that is more clearly seen. In relation to all other licensed drivers in the State, drivers 65 and over are almost equally involved in Missouri's traffic crash experience; however, older drivers do not travel as many miles or as frequently as other drivers. This may be due, in part, to the fact that older drivers tend to self-regulate. As their nighttime vision begins to deteriorate, they begin to restrict their driving to daylight hours. If they are uncomfortable or frightened driving in unfamiliar surroundings, they limit their driving to locations that are well known to them.

In 2006, there were 638,057 people licensed in Missouri who were age 65 or over. They accounted for 14.9 percent of the 4,281,710 persons licensed in Missouri. Of all 2004-2006 fatal and disabling injury crashes in Missouri, 12.3% involved an older driver. In 2004-2006, 549 persons were killed and 3,233 were seriously injured in traffic crashes involving an older driver.

EFFICIENCY AND PRODUCTIVITY

The Highway Safety Division contracted with the Regional Justice Information System (REJIS) to develop a web-based contract management system. The system was completed in 2002 and available for application submission for 2003 grants. This is the fifth year that the Annual Report could be completed on line, which continues to streamline our process.

Planning was undertaken in 2007 to start a rewrite process of the current grants management system. A complete review was conducted by staff at REJIS to determine the needs of HSD staff to begin the migration to a complete web-based grants management system. REJIS prepared a new design document outlining the changes necessary to change to the new technology. This updated version is estimated to be online prior to the production of the 2009 Annual Report.

**Highway Safety Funded Enforcement Totals
Fiscal Year 2008**

	Totals	
DWI	3,808	
Following to Close	1,507	
Stop sign	6,642	
Signal violation	3,351	
Fail to Yield	850	
C&I	1,271	
Speeding	75,812	
Other HMV	16,365	
Total HMV	99,538	
Seat Belt	20,244	
Child Restraint	781	
Other Violations	29,313	
Total Violations	149,876	
Felony Arrests	655	
Drug Arrests	1,091	
Vehicles Recovered	127	
Fugitives Apprehended	2,126	
Suspended Revoked License	4,416	
Uninsured	10,828	
Total Number of Stops	208,635	
Hours Worked	115,027	
Number of Sobriety Checkpoints	221	

Crash Stats for Grants for FY08.xls

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Arnold Police Dept.	Alcohol/Drug Involved	4	1.33	0
Arnold Police Dept.	Speed - Exceeded Limit	5	1.67	0
Arnold Police Dept.	Hazardous Moving Violations	5	1.67	2
Ballwin Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ballwin Police Dept.	Hazardous Moving Violations	0	0.00	0
Barton County Sheriff's	Alcohol/Drug Involved	3	1.00	0
Barton County Sheriff's	Speed - Exceeded Limit	3	1.00	0
Barton County Sheriff's	Hazardous Moving Violations	4	1.33	3
Bellefontaine Neighbors	Speed - Exceeded Limit	0	0.00	0
Bellefontaine Neighbors	Hazardous Moving Violations	2	0.67	3
Belton Police Dept.	Alcohol/Drug Involved	2	0.67	0
Belton Police Dept.	Speed - Exceeded Limit	1	0.33	0
Belton Police Dept.	Hazardous Moving Violations	3	1.00	0
Blue Springs Police Dept.	Alcohol/Drug Involved	1	0.33	1
Blue Springs Police Dept.	Speed - Exceeded Limit	2	0.67	2
Blue Springs Police Dept.	Hazardous Moving Violations	5	1.67	2
Boone County Sheriff's	Alcohol/Drug Involved	7	2.33	2
Boone County Sheriff's	Speed - Exceeded Limit	7	2.33	2
Boone County Sheriff's	Hazardous Moving Violations	31	10.33	6
Bowling Green Police Dept.	Speed - Exceeded Limit	0	0.00	0
Bowling Green Police Dept.	Hazardous Moving Violations	1	0.33	0
Bridgeton Police Dept.	Speed - Exceeded Limit	1	0.33	1
Bridgeton Police Dept.	Hazardous Moving Violations	7	2.33	3
Buchanan County Sheriff's	Alcohol/Drug Involved	5	1.67	0
Camden County Sheriff's	Speed - Exceeded Limit	3	1.00	2
Camden County Sheriff's	Hazardous Moving Violations	25	8.33	9
Cape Girardeau Police	Alcohol/Drug Involved	1	0.33	0
Cape Girardeau Police	Speed - Exceeded Limit	1	0.33	0
Cape Girardeau Police	Hazardous Moving Violations	6	2.00	1
Cass County Sheriff's Dept.	Alcohol/Drug Involved	4	1.33	5
Cass County Sheriff's Dept.	Speed - Exceeded Limit	4	1.33	1
Cass County Sheriff's Dept.	Hazardous Moving Violations	20	6.67	7

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Christian County Sheriff's Dept.	Alcohol/Drug Involved	4	1.33	1
Christian County Sheriff's Dept.	Speed - Exceeded Limit	3	1.00	3
Christian County Sheriff's Dept.	Hazardous Moving Violations	16	5.33	2
Clay County Sheriff's Dept.	Alcohol/Drug Involved	2	0.67	1
Clay County Sheriff's Dept.	Speed - Exceeded Limit	1	0.33	1
Clay County Sheriff's Dept.	Hazardous Moving Violations	5	1.67	5
Cole County Sheriff's Dept.	Alcohol/Drug Involved	13	4.33	2
Cole County Sheriff's Dept.	Speed - Exceeded Limit	2	0.67	2
Cole County Sheriff's Dept.	Hazardous Moving Violations	20	6.67	5
Columbia Police Dept.	Alcohol/Drug Involved	15	5.00	2
Cool Valley Police Dept.	Speed - Exceeded Limit	0	0.00	0
Cool Valley Police Dept.	Hazardous Moving Violations	1	0.33	0
Creve Coeur Police Dept.	Alcohol/Drug Involved	0	0.00	0
Creve Coeur Police Dept.	Speed - Exceeded Limit	0	0.00	0
Creve Coeur Police Dept.	Hazardous Moving Violations	2	0.67	1
Crystal City Police Dept.	Speed - Exceeded Limit	0	0.00	0
Crystal City Police Dept.	Hazardous Moving Violations	0	0.00	2
DeSoto Police Dept.	Speed - Exceeded Limit	0	0.00	0
DeSoto Police Dept.	Hazardous Moving Violations	0	0.00	0
Eldon Police Dept.	Alcohol/Drug Involved	1	0.33	1
Ellisville Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ellisville Police Dept.	Hazardous Moving Violations	0	0.00	0
Eureka Police Dept.	Alcohol/Drug Involved	3	1.00	0
Eureka Police Dept.	Speed - Exceeded Limit	1	0.33	0
Eureka Police Dept.	Hazardous Moving Violations	2	0.67	1
Farmington Police Dept.	Speed - Exceeded Limit	1	0.33	0
Farmington Police Dept.	Hazardous Moving Violations	4	1.33	0
Ferguson Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ferguson Police Dept.	Hazardous Moving Violations	1	0.33	0
Festus Police Dept.	Alcohol/Drug Involved	1	0.33	0
Festus Police Dept.	Speed - Exceeded Limit	0	0.00	0
Festus Police Dept.	Hazardous Moving Violations	1	0.33	1

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Florissant Police Dept.	Speed - Exceeded Limit	3	1.00	1
Florissant Police Dept.	Hazardous Moving Violations	8	2.67	0
Franklin County Sheriff's	Alcohol/Drug Involved	28	9.33	6
Franklin County Sheriff's	Speed - Exceeded Limit	7	2.33	3
Gladstone Dept. of Public Safety	Alcohol/Drug Involved	0	0.00	0
Gladstone Dept. of Public Safety	Speed - Exceeded Limit	0	0.00	0
Gladstone Dept. of Public Safety	Hazardous Moving Violations	1	0.33	0
Glendale Police Dept.	Speed - Exceeded Limit	0	0.00	0
Glendale Police Dept.	Hazardous Moving Violations	0	0.00	0
Grain Valley Police Dept.	Alcohol/Drug Involved	0	0.00	0
Grain Valley Police Dept.	Speed - Exceeded Limit	0	0.00	0
Grain Valley Police Dept.	Hazardous Moving Violations	1	0.33	1
Grandview Police Dept.	Speed - Exceeded Limit	2	0.67	1
Grandview Police Dept.	Hazardous Moving Violations	3	1.00	5
Greene County Sheriff's	Alcohol/Drug Involved	13	4.33	3
Greene County Sheriff's	Speed - Exceeded Limit	10	3.33	4
Hallsville Police	Speed - Exceeded Limit	0	0.00	0
Hallsville Police	Hazardous Moving Violations	0	0.00	0
Hannibal Police Dept.	Speed - Exceeded Limit	2	0.67	0
Hannibal Police Dept.	Hazardous Moving Violations	0	0.00	1
Harrisonville Police Dept.	Alcohol/Drug Involved	0	0.00	0
Harrisonville Police Dept.	Speed - Exceeded Limit	1	0.33	0
Harrisonville Police Dept.	Hazardous Moving Violations	2	0.67	0
Herculaneum Police Dept.	Alcohol/Drug Involved	0	0.00	1
Herculaneum Police Dept.	Speed - Exceeded Limit	0	0.00	0
Herculaneum Police Dept.	Hazardous Moving Violations	1	0.33	0
Howell County Sheriff's	Alcohol/Drug Involved	6	2.00	1
Howell County Sheriff's	Speed - Exceeded Limit	3	1.00	1
Howell County Sheriff's	Hazardous Moving Violations	22	7.33	3
Independence Police Dept.	Alcohol/Drug Involved	17	5.67	3
Independence Police Dept.	Speed - Exceeded Limit	17	5.67	4
Independence Police Dept.	Hazardous Moving Violations	26	8.67	6

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Jackson County Sheriff's	Alcohol/Drug Involved	3	1.00	2
Jackson County Sheriff's	Speed - Exceeded Limit	5	1.67	2
Jackson County Sheriff's	Hazardous Moving Violations	19	6.33	3
Jackson Police Dept.	Speed - Exceeded Limit	0	0.00	0
Jackson Police Dept.	Hazardous Moving Violations	0	0.00	0
Jasco-Metropolitan Police	Alcohol/Drug Involved		0.00	
Jasco-Metropolitan Police	Speed - Exceeded Limit		0.00	
Jasco-Metropolitan Police	Hazardous Moving Violations		0.00	
Jasper County Sheriff's	Alcohol/Drug Involved	7	2.33	4
Jasper County Sheriff's	Speed - Exceeded Limit	5	1.67	1
Jasper County Sheriff's	Hazardous Moving Violations	24	8.00	8
Jefferson City Police Dept.	Alcohol/Drug Involved	3	1.00	0
Jefferson City Police Dept.	Speed - Exceeded Limit	2	0.67	0
Jefferson City Police Dept.	Hazardous Moving Violations	7	2.33	2
Jefferson County Sheriff's	Alcohol/Drug Involved	27	9.00	13
Jefferson County Sheriff's	Speed - Exceeded Limit	10	3.33	4
Jefferson County Sheriff's	Hazardous Moving Violations	69	23.00	22
Jennings Police Dept.	Alcohol/Drug Involved	0	0.00	0
Jennings Police Dept.	Speed - Exceeded Limit	1	0.33	1
Jennings Police Dept.	Hazardous Moving Violations	5	1.67	0
Joplin Police Dept.	Alcohol/Drug Involved	2	0.67	0
Joplin Police Dept.	Speed - Exceeded Limit	3	1.00	1
Joplin Police Dept.	Hazardous Moving Violations	10	3.33	5
Kansas City Police Dept.	Alcohol/Drug Involved	58	19.33	20
Kansas City Police Dept.	Speed - Exceeded Limit	52	17.33	21
Kansas City Police Dept.	Hazardous Moving Violations	107	35.67	40
Kennett Police Dept.	Alcohol/Drug Involved	2	0.67	0
Kennett Police Dept.	Speed - Exceeded Limit	1	0.33	0
Kirkwood Police Dept.	Speed - Exceeded Limit	2	0.67	0
Kirkwood Police Dept.	Hazardous Moving Violations	1	0.33	0
Ladue Police Dept.	Alcohol/Drug Involved	3	1.00	0
Lake St. Louis Police Dept.	Alcohol/Drug Involved	0	0.00	0

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Lake St. Louis Police Dept.	Speed - Exceeded Limit	0	0.00	0
Lawrence County Sheriff's	Speed - Exceeded Limit	1	0.33	0
Lee's Summit Police Dept.	Alcohol/Drug Involved	3	1.00	2
Lee's Summit Police Dept.	Speed - Exceeded Limit	4	1.33	2
Lee's Summit Police Dept.	Hazardous Moving Violations	15	5.00	3
Liberty Police Dept.	Speed - Exceeded Limit	0	0.00	0
Liberty Police Dept.	Hazardous Moving Violations	4	1.33	3
Lone Jack Police Dept.	Speed - Exceeded Limit	0	0.00	0
Lone Jack Police Dept.	Hazardous Moving Violations	0	0.00	0
Maryland Heights Police Dept.	Alcohol/Drug Involved	4	1.33	0
Maryland Heights Police Dept.	Speed - Exceeded Limit	2	0.67	0
Maryland Heights Police Dept.	Hazardous Moving Violations	7	2.33	0
Missouri State Highway Patrol	Alcohol/Drug Involved		0.00	
Missouri State Highway Patrol	Speed - Exceeded Limit		0.00	
Missouri State Highway Patrol	Hazardous Moving Violations		0.00	
Neosho Police Dept.	Alcohol/Drug Involved	1	0.33	0
Neosho Police Dept.	Speed - Exceeded Limit	0	0.00	0
Neosho Police Dept.	Hazardous Moving Violations	1	0.33	1
Newton County Sheriff's	Alcohol/Drug Involved	11	3.67	3
Newton County Sheriff's	Speed - Exceeded Limit	3	1.00	2
Newton County Sheriff's	Hazardous Moving Violations	26	8.67	8
Nixa Police Dept.	Speed - Exceeded Limit	0	0.00	1
Nixa Police Dept.	Hazardous Moving Violations	3	1.00	2
Normandy Police Dept.	Speed - Exceeded Limit	0	0.00	0
Normandy Police Dept.	Hazardous Moving Violations	0	0.00	1
O'Fallon Police Dept.	Alcohol/Drug Involved	2	0.67	1
O'Fallon Police Dept.	Speed - Exceeded Limit	2	0.67	1
O'Fallon Police Dept.	Hazardous Moving Violations	6	2.00	2
Olivette Police Dept.	Speed - Exceeded Limit	2	0.67	0
Olivette Police Dept.	Hazardous Moving Violations	0	0.00	0
Osage Beach	Alcohol/Drug Involved	2	0.67	0
Osage Beach	Speed - Exceeded Limit	1	0.33	0

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Osage Beach	Hazardous Moving Violations	2	0.67	1
Overland Police Dept.	Alcohol/Drug Involved	0	0.00	1
Overland Police Dept.	Speed - Exceeded Limit	1	0.33	0
Overland Police Dept.	Hazardous Moving Violations	1	0.33	1
Ozark Police Dept.	Alcohol/Drug Involved	1	0.33	0
Ozark Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ozark Police Dept.	Hazardous Moving Violations	3	1.00	0
Peculiar Police Dept.	Alcohol/Drug Involved	0	0.00	0
Peculiar Police Dept.	Speed - Exceeded Limit	1	0.33	0
Peculiar Police Dept.	Hazardous Moving Violations	1	0.33	0
Perryville Police Dept.	Speed - Exceeded Limit	1	0.33	0
Perryville Police Dept.	Hazardous Moving Violations	1	0.33	0
Pevely Police Dept.	Alcohol/Drug Involved	2	0.67	0
Pevely Police Dept.	Speed - Exceeded Limit	0	0.00	0
Pevely Police Dept.	Hazardous Moving Violations	2	0.67	1
Platte County Sheriff's	Alcohol/Drug Involved	6	2.00	1
Platte County Sheriff's	Speed - Exceeded Limit	2	0.67	0
Platte County Sheriff's	Hazardous Moving Violations	11	3.67	3
Pleasant Hill Police Dept.	Alcohol/Drug Involved	0	0.00	0
Pleasant Hill Police Dept.	Speed - Exceeded Limit	0	0.00	0
Pleasant Hill Police Dept.	Hazardous Moving Violations	1	0.33	0
Raymore Police Dept.	Alcohol/Drug Involved	0	0.00	0
Raymore Police Dept.	Speed - Exceeded Limit	1	0.33	0
Raymore Police Dept.	Hazardous Moving Violations	1	0.33	0
Raytown Police Dept.	Speed - Exceeded Limit	1	0.33	1
Raytown Police Dept.	Hazardous Moving Violations	2	0.67	0
Riverside Dept. of Public Safety	Alcohol/Drug Involved	0	0.00	0
Riverside Dept. of Public Safety	Speed - Exceeded Limit	1	0.33	0
Riverside Dept. of Public Safety	Hazardous Moving Violations	3	1.00	1
Scott County Sheriff's	Alcohol/Drug Involved	2	0.67	2
Scott County Sheriff's	Speed - Exceeded Limit	0	0.00	0
Scott County Sheriff's	Hazardous Moving Violations	7	2.33	2

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Sedalia Police Dept.	Speed - Exceeded Limit	3	1.00	0
Sedalia Police Dept.	Hazardous Moving Violations	4	1.33	1
Smithville Police Dept.	Speed - Exceeded Limit	0	0.00	0
Smithville Police Dept.	Hazardous Moving Violations	0	0.00	0
Springfield Police Dept.	Alcohol/Drug Involved	10	3.33	5
Springfield Police Dept.	Speed - Exceeded Limit	15	5.00	9
Springfield Police Dept.	Hazardous Moving Violations	22	7.33	7
St. Ann Police Dept.	Speed - Exceeded Limit	0	0.00	0
St. Charles City Police	Alcohol/Drug Involved	5	1.67	1
St. Charles City Police	Speed - Exceeded Limit	1	0.33	1
St. Charles City Police	Hazardous Moving Violations	4	1.33	1
St. Charles County Sheriff's	Alcohol/Drug Involved	18	6.00	5
St. John Police Dept.	Alcohol/Drug Involved	0	0.00	0
St. John Police Dept.	Speed - Exceeded Limit	0	0.00	0
St. John Police Dept.	Hazardous Moving Violations	0	0.00	0
St. Joseph Police Dept.	Alcohol/Drug Involved	5	1.67	3
St. Joseph Police Dept.	Speed - Exceeded Limit	8	2.67	3
St. Joseph Police Dept.	Hazardous Moving Violations	10	3.33	3
St. Louis County Police	Alcohol/Drug Involved	17	5.67	2
St. Louis Metro Police	Alcohol/Drug Involved		0.00	
St. Louis Metro Police	Speed - Exceeded Limit		0.00	
St. Louis Metro Police	Hazardous Moving Violations		0.00	
Stone County Sheriff's	Alcohol/Drug Involved	7	2.33	2
Stone County Sheriff's	Speed - Exceeded Limit	5	1.67	2
Strafford Police Dept.	Speed - Exceeded Limit	0	0.00	0
Strafford Police Dept.	Hazardous Moving Violations	1	0.33	0
Sugar Creek Police Dept.	Speed - Exceeded Limit	1	0.33	0
Sugar Creek Police Dept.	Hazardous Moving Violations	2	0.67	0
Town & Country Police	Alcohol/Drug Involved	0	0.00	0
Town & Country Police	Speed - Exceeded Limit	0	0.00	0
Troy Police Dept.	Alcohol/Drug Involved	0	0.00	0
Troy Police Dept.	Speed - Exceeded Limit	0	0.00	0

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007	3 Year Average	Oct. 1, 2007 - Sept. 30, 2008
		Fatal Crashes	Fatal Crashes	Fatal Crashes
Union Police Dept.	Alcohol/Drug Involved	2	0.67	0
Union Police Dept.	Speed - Exceeded Limit	1	0.33	0
Union Police Dept.	Hazardous Moving Violations	2	0.67	0
Washington Police Dept.	Alcohol/Drug Involved	2	0.67	0
Washington Police Dept.	Speed - Exceeded Limit	1	0.33	0
Washington Police Dept.	Hazardous Moving Violations	4	1.33	0
Webb City Police Dept.	Alcohol/Drug Involved	0	0.00	1
West Plains Police Dept.	Alcohol/Drug Involved	2	0.67	1
West Plains Police Dept.	Speed - Exceeded Limit	2	0.67	1
West Plains Police Dept.	Hazardous Moving Violations	5	1.67	2
Willow Springs Police Dept.	Alcohol/Drug Involved	0	0.00	0
Willow Springs Police Dept.	Speed - Exceeded Limit	0	0.00	0
Willow Springs Police Dept.	Hazardous Moving Violations	0	0.00	0
Woodson Terrace Police	Speed - Exceeded Limit	0	0.00	0
Woodson Terrace Police	Hazardous Moving Violations	0	0.00	0

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Arnold Police Dept.	Alcohol/Drug Involved	7	2.33	6
Arnold Police Dept.	Speed - Exceeded Limit	3	1.00	2
Arnold Police Dept.	Hazardous Moving Violations	29	9.67	19
Ballwin Police Dept.	Speed - Exceeded Limit	4	1.33	1
Ballwin Police Dept.	Hazardous Moving Violations	18	6.00	1
Barton County Sheriff's	Alcohol/Drug Involved	4	1.33	1
Barton County Sheriff's	Speed - Exceeded Limit	1	0.33	0
Barton County Sheriff's	Hazardous Moving Violations	15	5.00	12
Bellefontaine Neighbors	Speed - Exceeded Limit	3	1.00	0
Bellefontaine Neighbors	Hazardous Moving Violations	16	5.33	9
Belton Police Dept.	Alcohol/Drug Involved	4	1.33	1
Belton Police Dept.	Speed - Exceeded Limit	3	1.00	0
Belton Police Dept.	Hazardous Moving Violations	43	14.33	14
Blue Springs Police Dept.	Alcohol/Drug Involved	19	6.33	7
Blue Springs Police Dept.	Speed - Exceeded Limit	6	2.00	2
Blue Springs Police Dept.	Hazardous Moving Violations	96	32.00	29
Boone County Sheriff's	Alcohol/Drug Involved	22	7.33	8
Boone County Sheriff's	Speed - Exceeded Limit	9	3.00	3
Boone County Sheriff's	Hazardous Moving Violations	77	25.67	32
Bowling Green Police Dept.	Speed - Exceeded Limit	1	0.33	0
Bowling Green Police Dept.	Hazardous Moving Violations	1	0.33	1
Bridgeton Police Dept.	Speed - Exceeded Limit	12	4.00	1
Bridgeton Police Dept.	Hazardous Moving Violations	67	22.33	11
Buchanan County Sheriff's	Alcohol/Drug Involved	16	5.33	5
Camden County Sheriff's	Speed - Exceeded Limit	9	3.00	0
Camden County Sheriff's	Hazardous Moving Violations	94	31.33	19
Cape Girardeau Police	Alcohol/Drug Involved	5	1.67	1
Cape Girardeau Police	Speed - Exceeded Limit	3	1.00	0
Cape Girardeau Police	Hazardous Moving Violations	34	11.33	12
Cass County Sheriff's Dept.	Alcohol/Drug Involved	9	3.00	4
Cass County Sheriff's Dept.	Speed - Exceeded Limit	6	2.00	2
Cass County Sheriff's Dept.	Hazardous Moving Violations	92	30.67	18

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Christian County Sheriff's Dept.	Alcohol/Drug Involved	32	10.67	7
Christian County Sheriff's Dept.	Speed - Exceeded Limit	12	4.00	7
Christian County Sheriff's Dept.	Hazardous Moving Violations	154	51.33	50
Clay County Sheriff's Dept.	Alcohol/Drug Involved	24	8.00	7
Clay County Sheriff's Dept.	Speed - Exceeded Limit	5	1.67	2
Clay County Sheriff's Dept.	Hazardous Moving Violations	63	21.00	21
Cole County Sheriff's Dept.	Alcohol/Drug Involved	34	11.33	6
Cole County Sheriff's Dept.	Speed - Exceeded Limit	10	3.33	2
Cole County Sheriff's Dept.	Hazardous Moving Violations	74	24.67	23
Columbia Police Dept.	Alcohol/Drug Involved	34	11.33	16
Cool Valley Police Dept.	Speed - Exceeded Limit	1	0.33	1
Cool Valley Police Dept.	Hazardous Moving Violations	3	1.00	1
Creve Coeur Police Dept.	Alcohol/Drug Involved	8	2.67	5
Creve Coeur Police Dept.	Speed - Exceeded Limit	0	0.00	1
Creve Coeur Police Dept.	Hazardous Moving Violations	37	12.33	7
Crystal City Police Dept.	Speed - Exceeded Limit	1	0.33	0
Crystal City Police Dept.	Hazardous Moving Violations	5	1.67	3
DeSoto Police Dept.	Speed - Exceeded Limit	0	0.00	0
DeSoto Police Dept.	Hazardous Moving Violations	0	0.00	0
Eldon Police Dept.	Alcohol/Drug Involved	1	0.33	1
Ellisville Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ellisville Police Dept.	Hazardous Moving Violations	9	3.00	1
Eureka Police Dept.	Alcohol/Drug Involved	4	1.33	0
Eureka Police Dept.	Speed - Exceeded Limit	6	2.00	1
Eureka Police Dept.	Hazardous Moving Violations	16	5.33	6
Farmington Police Dept.	Speed - Exceeded Limit	5	1.67	0
Farmington Police Dept.	Hazardous Moving Violations	33	11.00	11
Ferguson Police Dept.	Speed - Exceeded Limit	3	1.00	1
Ferguson Police Dept.	Hazardous Moving Violations	25	8.33	9
Festus Police Dept.	Alcohol/Drug Involved	6	2.00	0
Festus Police Dept.	Speed - Exceeded Limit	1	0.33	0
Festus Police Dept.	Hazardous Moving Violations	12	4.00	2

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Florissant Police Dept.	Speed - Exceeded Limit	4	1.33	3
Florissant Police Dept.	Hazardous Moving Violations	47	15.67	12
Franklin County Sheriff's	Alcohol/Drug Involved	97	32.33	31
Franklin County Sheriff's	Speed - Exceeded Limit	15	5.00	6
Gladstone Dept. of Public Safety	Alcohol/Drug Involved	8	2.67	2
Gladstone Dept. of Public Safety	Speed - Exceeded Limit	5	1.67	3
Gladstone Dept. of Public Safety	Hazardous Moving Violations	34	11.33	5
Glendale Police Dept.	Speed - Exceeded Limit	0	0.00	0
Glendale Police Dept.	Hazardous Moving Violations	3	1.00	1
Grain Valley Police Dept.	Alcohol/Drug Involved	1	0.33	1
Grain Valley Police Dept.	Speed - Exceeded Limit	1	0.33	0
Grain Valley Police Dept.	Hazardous Moving Violations	5	1.67	4
Grandview Police Dept.	Speed - Exceeded Limit	3	1.00	1
Grandview Police Dept.	Hazardous Moving Violations	18	6.00	2
Greene County Sheriff's	Alcohol/Drug Involved	33	11.00	10
Greene County Sheriff's	Speed - Exceeded Limit	21	7.00	6
Hallsville Police	Speed - Exceeded Limit	0	0.00	0
Hallsville Police	Hazardous Moving Violations	0	0.00	0
Hannibal Police Dept.	Speed - Exceeded Limit	1	0.33	1
Hannibal Police Dept.	Hazardous Moving Violations	17	5.67	3
Harrisonville Police Dept.	Alcohol/Drug Involved	3	1.00	1
Harrisonville Police Dept.	Speed - Exceeded Limit	2	0.67	2
Harrisonville Police Dept.	Hazardous Moving Violations	19	6.33	5
Herculaneum Police Dept.	Alcohol/Drug Involved	0	0.00	4
Herculaneum Police Dept.	Speed - Exceeded Limit	0	0.00	0
Herculaneum Police Dept.	Hazardous Moving Violations	11	3.67	1
Howell County Sheriff's	Alcohol/Drug Involved	35	11.67	5
Howell County Sheriff's	Speed - Exceeded Limit	3	1.00	2
Howell County Sheriff's	Hazardous Moving Violations	93	31.00	20
Independence Police Dept.	Alcohol/Drug Involved	55	18.33	16
Independence Police Dept.	Speed - Exceeded Limit	42	14.00	11
Independence Police Dept.	Hazardous Moving Violations	184	61.33	54

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Jackson County Sheriff's	Alcohol/Drug Involved	16	5.33	7
Jackson County Sheriff's	Speed - Exceeded Limit	16	5.33	3
Jackson County Sheriff's	Hazardous Moving Violations	61	20.33	18
Jackson Police Dept.	Speed - Exceeded Limit	0	0.00	0
Jackson Police Dept.	Hazardous Moving Violations	12	4.00	4
Jasco-Metropolitan Police	Alcohol/Drug Involved		0.00	
Jasco-Metropolitan Police	Speed - Exceeded Limit		0.00	
Jasco-Metropolitan Police	Hazardous Moving Violations		0.00	
Jasper County Sheriff's	Alcohol/Drug Involved	25	8.33	8
Jasper County Sheriff's	Speed - Exceeded Limit	3	1.00	3
Jasper County Sheriff's	Hazardous Moving Violations	80	26.67	25
Jefferson City Police Dept.	Alcohol/Drug Involved	12	4.00	0
Jefferson City Police Dept.	Speed - Exceeded Limit	3	1.00	1
Jefferson City Police Dept.	Hazardous Moving Violations	46	15.33	18
Jefferson County Sheriff's	Alcohol/Drug Involved	130	43.33	41
Jefferson County Sheriff's	Speed - Exceeded Limit	35	11.67	10
Jefferson County Sheriff's	Hazardous Moving Violations	605	201.67	206
Jennings Police Dept.	Alcohol/Drug Involved	5	1.67	1
Jennings Police Dept.	Speed - Exceeded Limit	7	2.33	2
Jennings Police Dept.	Hazardous Moving Violations	16	5.33	2
Joplin Police Dept.	Alcohol/Drug Involved	27	9.00	9
Joplin Police Dept.	Speed - Exceeded Limit	11	3.67	7
Joplin Police Dept.	Hazardous Moving Violations	190	63.33	75
Kansas City Police Dept.	Alcohol/Drug Involved	151	50.33	31
Kansas City Police Dept.	Speed - Exceeded Limit	161	53.67	42
Kansas City Police Dept.	Hazardous Moving Violations	767	255.67	215
Kennett Police Dept.	Alcohol/Drug Involved	2	0.67	2
Kennett Police Dept.	Speed - Exceeded Limit	0	0.00	1
Kirkwood Police Dept.	Speed - Exceeded Limit	2	0.67	2
Kirkwood Police Dept.	Hazardous Moving Violations	34	11.33	8
Ladue Police Dept.	Alcohol/Drug Involved	3	1.00	1
Lake St. Louis Police Dept.	Alcohol/Drug Involved	0	0.00	0

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Lake St. Louis Police Dept.	Speed - Exceeded Limit	0	0.00	1
Lawrence County Sheriff's	Speed - Exceeded Limit	4	1.33	2
Lee's Summit Police Dept.	Alcohol/Drug Involved	25	8.33	14
Lee's Summit Police Dept.	Speed - Exceeded Limit	21	7.00	6
Lee's Summit Police Dept.	Hazardous Moving Violations	177	59.00	74
Liberty Police Dept.	Speed - Exceeded Limit	13	4.33	0
Liberty Police Dept.	Hazardous Moving Violations	143	47.67	44
Lone Jack Police Dept.	Speed - Exceeded Limit	0	0.00	0
Lone Jack Police Dept.	Hazardous Moving Violations	0	0.00	0
Maryland Heights Police Dept.	Alcohol/Drug Involved	6	2.00	3
Maryland Heights Police Dept.	Speed - Exceeded Limit	4	1.33	1
Maryland Heights Police Dept.	Hazardous Moving Violations	35	11.67	7
Missouri State Highway Patrol	Alcohol/Drug Involved		0.00	
Missouri State Highway Patrol	Speed - Exceeded Limit		0.00	
Missouri State Highway Patrol	Hazardous Moving Violations		0.00	
Neosho Police Dept.	Alcohol/Drug Involved	5	1.67	3
Neosho Police Dept.	Speed - Exceeded Limit	0	0.00	0
Neosho Police Dept.	Hazardous Moving Violations	20	6.67	10
Newton County Sheriff's	Alcohol/Drug Involved	41	13.67	12
Newton County Sheriff's	Speed - Exceeded Limit	7	2.33	2
Newton County Sheriff's	Hazardous Moving Violations	142	47.33	47
Nixa Police Dept.	Speed - Exceeded Limit	0	0.00	0
Nixa Police Dept.	Hazardous Moving Violations	12	4.00	5
Normandy Police Dept.	Speed - Exceeded Limit	1	0.33	0
Normandy Police Dept.	Hazardous Moving Violations	6	2.00	2
O'Fallon Police Dept.	Alcohol/Drug Involved	10	3.33	1
O'Fallon Police Dept.	Speed - Exceeded Limit	8	2.67	1
O'Fallon Police Dept.	Hazardous Moving Violations	57	19.00	14
Olivette Police Dept.	Speed - Exceeded Limit	2	0.67	1
Olivette Police Dept.	Hazardous Moving Violations	12	4.00	2
Osage Beach	Alcohol/Drug Involved	3	1.00	2
Osage Beach	Speed - Exceeded Limit	3	1.00	0

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Osage Beach	Hazardous Moving Violations	23	7.67	10
Overland Police Dept.	Alcohol/Drug Involved	2	0.67	3
Overland Police Dept.	Speed - Exceeded Limit	4	1.33	1
Overland Police Dept.	Hazardous Moving Violations	17	5.67	9
Ozark Police Dept.	Alcohol/Drug Involved	2	0.67	2
Ozark Police Dept.	Speed - Exceeded Limit	0	0.00	0
Ozark Police Dept.	Hazardous Moving Violations	26	8.67	4
Peculiar Police Dept.	Alcohol/Drug Involved	0	0.00	0
Peculiar Police Dept.	Speed - Exceeded Limit	0	0.00	0
Peculiar Police Dept.	Hazardous Moving Violations	1	0.33	1
Perryville Police Dept.	Speed - Exceeded Limit	1	0.33	0
Perryville Police Dept.	Hazardous Moving Violations	6	2.00	6
Pevely Police Dept.	Alcohol/Drug Involved	4	1.33	1
Pevely Police Dept.	Speed - Exceeded Limit	0	0.00	0
Pevely Police Dept.	Hazardous Moving Violations	16	5.33	1
Platte County Sheriff's	Alcohol/Drug Involved	12	4.00	6
Platte County Sheriff's	Speed - Exceeded Limit	3	1.00	5
Platte County Sheriff's	Hazardous Moving Violations	57	19.00	19
Pleasant Hill Police Dept.	Alcohol/Drug Involved	2	0.67	1
Pleasant Hill Police Dept.	Speed - Exceeded Limit	2	0.67	0
Pleasant Hill Police Dept.	Hazardous Moving Violations	9	3.00	3
Raymore Police Dept.	Alcohol/Drug Involved	2	0.67	0
Raymore Police Dept.	Speed - Exceeded Limit	1	0.33	0
Raymore Police Dept.	Hazardous Moving Violations	7	2.33	2
Raytown Police Dept.	Speed - Exceeded Limit	4	1.33	2
Raytown Police Dept.	Hazardous Moving Violations	32	10.67	9
Riverside Dept. of Public Safety	Alcohol/Drug Involved	2	0.67	2
Riverside Dept. of Public Safety	Speed - Exceeded Limit	0	0.00	0
Riverside Dept. of Public Safety	Hazardous Moving Violations	5	1.67	1
Scott County Sheriff's	Alcohol/Drug Involved	16	5.33	2
Scott County Sheriff's	Speed - Exceeded Limit	2	0.67	1
Scott County Sheriff's	Hazardous Moving Violations	54	18.00	12

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Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Sedalia Police Dept.	Speed - Exceeded Limit	5	1.67	1
Sedalia Police Dept.	Hazardous Moving Violations	40	13.33	9
Smithville Police Dept.	Speed - Exceeded Limit	2	0.67	0
Smithville Police Dept.	Hazardous Moving Violations	4	1.33	5
Springfield Police Dept.	Alcohol/Drug Involved	38	12.67	17
Springfield Police Dept.	Speed - Exceeded Limit	28	9.33	7
Springfield Police Dept.	Hazardous Moving Violations	226	75.33	76
St. Ann Police Dept.	Speed - Exceeded Limit	2	0.67	1
St. Charles City Police	Alcohol/Drug Involved	19	6.33	10
St. Charles City Police	Speed - Exceeded Limit	8	2.67	3
St. Charles City Police	Hazardous Moving Violations	110	36.67	49
St. Charles County Sheriff's	Alcohol/Drug Involved	44	14.67	17
St. John Police Dept.	Alcohol/Drug Involved	0	0.00	0
St. John Police Dept.	Speed - Exceeded Limit	0	0.00	0
St. John Police Dept.	Hazardous Moving Violations	1	0.33	2
St. Joseph Police Dept.	Alcohol/Drug Involved	37	12.33	13
St. Joseph Police Dept.	Speed - Exceeded Limit	27	9.00	6
St. Joseph Police Dept.	Hazardous Moving Violations	341	113.67	92
St. Louis County Police	Alcohol/Drug Involved	84	28.00	12
St. Louis Metro Police	Alcohol/Drug Involved		0.00	
St. Louis Metro Police	Speed - Exceeded Limit		0.00	
St. Louis Metro Police	Hazardous Moving Violations		0.00	
Stone County Sheriff's	Alcohol/Drug Involved	38	12.67	8
Stone County Sheriff's	Speed - Exceeded Limit	18	6.00	2
Strafford Police Dept.	Speed - Exceeded Limit	0	0.00	0
Strafford Police Dept.	Hazardous Moving Violations	1	0.33	1
Sugar Creek Police Dept.	Speed - Exceeded Limit	4	1.33	1
Sugar Creek Police Dept.	Hazardous Moving Violations	6	2.00	1
Town & Country Police	Alcohol/Drug Involved	6	2.00	2
Town & Country Police	Speed - Exceeded Limit	3	1.00	2
Troy Police Dept.	Alcohol/Drug Involved	1	0.33	2
Troy Police Dept.	Speed - Exceeded Limit	1	0.33	0

Agency	Crash Type	Oct. 1, 2004 - Sept. 30, 2007 Disabling Injury Crashes	3 Year Average Disabling Injury Crashes	Oct. 1, 2007 - Sept. 30, 2008 Disabling Injury Crashes
Union Police Dept.	Alcohol/Drug Involved	4	1.33	1
Union Police Dept.	Speed - Exceeded Limit	4	1.33	0
Union Police Dept.	Hazardous Moving Violations	15	5.00	8
Washington Police Dept.	Alcohol/Drug Involved	0	0.00	3
Washington Police Dept.	Speed - Exceeded Limit	1	0.33	0
Washington Police Dept.	Hazardous Moving Violations	8	2.67	0
Webb City Police Dept.	Alcohol/Drug Involved	2	0.67	0
West Plains Police Dept.	Alcohol/Drug Involved	1	0.33	2
West Plains Police Dept.	Speed - Exceeded Limit	1	0.33	1
West Plains Police Dept.	Hazardous Moving Violations	16	5.33	4
Willow Springs Police Dept.	Alcohol/Drug Involved	0	0.00	0
Willow Springs Police Dept.	Speed - Exceeded Limit	0	0.00	0
Willow Springs Police Dept.	Hazardous Moving Violations	1	0.33	0
Woodson Terrace Police	Speed - Exceeded Limit	0	0.00	0
Woodson Terrace Police	Hazardous Moving Violations	3	1.00	1

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Arnold Police Dept.	Alcohol/Drug Involved	109	36.33	38
Arnold Police Dept.	Speed - Exceeded Limit	41	13.67	7
Arnold Police Dept.	Hazardous Moving Violations	1450	483.33	452
Ballwin Police Dept.	Speed - Exceeded Limit	43	14.33	15
Ballwin Police Dept.	Hazardous Moving Violations	1260	420.00	289
Barton County Sheriff's	Alcohol/Drug Involved	30	10.00	15
Barton County Sheriff's	Speed - Exceeded Limit	5	1.67	1
Barton County Sheriff's	Hazardous Moving Violations	221	73.67	83
Bellefontaine Neighbors	Speed - Exceeded Limit	25	8.33	4
Bellefontaine Neighbors	Hazardous Moving Violations	563	187.67	196
Belton Police Dept.	Alcohol/Drug Involved	65	21.67	34
Belton Police Dept.	Speed - Exceeded Limit	40	13.33	10
Belton Police Dept.	Hazardous Moving Violations	547	1595.00	
Blue Springs Police Dept.	Alcohol/Drug Involved	203	67.67	65
Blue Springs Police Dept.	Speed - Exceeded Limit	108	36.00	26
Blue Springs Police Dept.	Hazardous Moving Violations	2248	749.33	746
Boone County Sheriff's	Alcohol/Drug Involved	217	72.33	74
Boone County Sheriff's	Speed - Exceeded Limit	92	30.67	22
Boone County Sheriff's	Hazardous Moving Violations	1491	497.00	510
Bowling Green Police Dept.	Speed - Exceeded Limit	1	0.33	1
Bowling Green Police Dept.	Hazardous Moving Violations	73	24.33	29
Bridgeton Police Dept.	Speed - Exceeded Limit	86	28.67	17
Bridgeton Police Dept.	Hazardous Moving Violations	1806	602.00	558
Buchanan County Sheriff's	Alcohol/Drug Involved	71	23.67	20
Camden County Sheriff's	Speed - Exceeded Limit	58	19.33	12
Camden County Sheriff's	Hazardous Moving Violations	953	317.67	252
Cape Girardeau Police	Alcohol/Drug Involved	73	24.33	15
Cape Girardeau Police	Speed - Exceeded Limit	27	9.00	7
Cape Girardeau Police	Hazardous Moving Violations	4935	1645.00	1540
Cass County Sheriff's Dept.	Alcohol/Drug Involved	141	47.00	49
Cass County Sheriff's Dept.	Speed - Exceeded Limit	83	27.67	23
Cass County Sheriff's Dept.	Hazardous Moving Violations	1038	346.00	348

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Christian County Sheriff's Dept.	Alcohol/Drug Involved	131	43.67	36
Christian County Sheriff's Dept.	Speed - Exceeded Limit	40	13.33	25
Christian County Sheriff's Dept.	Hazardous Moving Violations	944	314.67	289
Clay County Sheriff's Dept.	Alcohol/Drug Involved	109	36.33	38
Clay County Sheriff's Dept.	Speed - Exceeded Limit	79	26.33	23
Clay County Sheriff's Dept.	Hazardous Moving Violations	734	244.67	243
Cole County Sheriff's Dept.	Alcohol/Drug Involved	162	54.00	41
Cole County Sheriff's Dept.	Speed - Exceeded Limit	57	19.00	18
Cole County Sheriff's Dept.	Hazardous Moving Violations	830	276.67	243
Columbia Police Dept.	Alcohol/Drug Involved	558	186.00	142
Cool Valley Police Dept.	Speed - Exceeded Limit	12	4.00	4
Cool Valley Police Dept.	Hazardous Moving Violations	111	37.00	54
Creve Coeur Police Dept.	Alcohol/Drug Involved	107	35.67	37
Creve Coeur Police Dept.	Speed - Exceeded Limit	28	9.33	10
Creve Coeur Police Dept.	Hazardous Moving Violations	867	2524.00	
Crystal City Police Dept.	Speed - Exceeded Limit	8	2.67	0
Crystal City Police Dept.	Hazardous Moving Violations	258	86.00	77
DeSoto Police Dept.	Speed - Exceeded Limit	0	0.00	0
DeSoto Police Dept.	Hazardous Moving Violations	0	0.00	0
Eldon Police Dept.	Alcohol/Drug Involved	13	4.33	8
Ellisville Police Dept.	Speed - Exceeded Limit	11	3.67	3
Ellisville Police Dept.	Hazardous Moving Violations	953	317.67	251
Eureka Police Dept.	Alcohol/Drug Involved	44	14.67	9
Eureka Police Dept.	Speed - Exceeded Limit	23	7.67	2
Eureka Police Dept.	Hazardous Moving Violations	552	184.00	178
Farmington Police Dept.	Speed - Exceeded Limit	25	8.33	4
Farmington Police Dept.	Hazardous Moving Violations	1340	446.67	350
Ferguson Police Dept.	Speed - Exceeded Limit	35	11.67	21
Ferguson Police Dept.	Hazardous Moving Violations	833	277.67	234
Festus Police Dept.	Alcohol/Drug Involved	57	19.00	12
Festus Police Dept.	Speed - Exceeded Limit	20	6.67	4
Festus Police Dept.	Hazardous Moving Violations	904	301.33	303

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Florissant Police Dept.	Speed - Exceeded Limit	95	31.67	40
Florissant Police Dept.	Hazardous Moving Violations	3313	1104.33	1112
Franklin County Sheriff's	Alcohol/Drug Involved	391	130.33	134
Franklin County Sheriff's	Speed - Exceeded Limit	90	30.00	36
Gladstone Dept. of Public Safety	Alcohol/Drug Involved	69	23.00	24
Gladstone Dept. of Public Safety	Speed - Exceeded Limit	35	11.67	16
Gladstone Dept. of Public Safety	Hazardous Moving Violations	1441	480.33	404
Glendale Police Dept.	Speed - Exceeded Limit	6	2.00	1
Glendale Police Dept.	Hazardous Moving Violations	119	39.67	48
Grain Valley Police Dept.	Alcohol/Drug Involved	31	10.33	15
Grain Valley Police Dept.	Speed - Exceeded Limit	10	3.33	4
Grain Valley Police Dept.	Hazardous Moving Violations	235	78.33	108
Grandview Police Dept.	Speed - Exceeded Limit	53	17.67	13
Grandview Police Dept.	Hazardous Moving Violations	993	331.00	317
Greene County Sheriff's	Alcohol/Drug Involved	277	92.33	83
Greene County Sheriff's	Speed - Exceeded Limit	156	52.00	45
Hallsville Police	Speed - Exceeded Limit	0	0.00	0
Hallsville Police	Hazardous Moving Violations	0	0.00	0
Hannibal Police Dept.	Speed - Exceeded Limit	60	20.00	15
Hannibal Police Dept.	Hazardous Moving Violations	1542	514.00	497
Harrisonville Police Dept.	Alcohol/Drug Involved	43	14.33	11
Harrisonville Police Dept.	Speed - Exceeded Limit	21	7.00	5
Harrisonville Police Dept.	Hazardous Moving Violations	689	229.67	167
Herculaneum Police Dept.	Alcohol/Drug Involved	13	4.33	2
Herculaneum Police Dept.	Speed - Exceeded Limit	4	1.33	1
Herculaneum Police Dept.	Hazardous Moving Violations	299	99.67	68
Howell County Sheriff's	Alcohol/Drug Involved	132	44.00	41
Howell County Sheriff's	Speed - Exceeded Limit	19	6.33	4
Howell County Sheriff's	Hazardous Moving Violations	633	211.00	224
Independence Police Dept.	Alcohol/Drug Involved	644	214.67	164
Independence Police Dept.	Speed - Exceeded Limit	492	164.00	136
Independence Police Dept.	Hazardous Moving Violations	8480	2826.67	2458

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Jackson County Sheriff's	Alcohol/Drug Involved	148	49.33	41
Jackson County Sheriff's	Speed - Exceeded Limit	122	40.67	27
Jackson County Sheriff's	Hazardous Moving Violations	914	304.67	208
Jackson Police Dept.	Speed - Exceeded Limit	10	3.33	4
Jackson Police Dept.	Hazardous Moving Violations	968	322.67	260
Jasco-Metropolitan Police	Alcohol/Drug Involved		0.00	
Jasco-Metropolitan Police	Speed - Exceeded Limit		0.00	
Jasco-Metropolitan Police	Hazardous Moving Violations		0.00	
Jasper County Sheriff's	Alcohol/Drug Involved	198	66.00	61
Jasper County Sheriff's	Speed - Exceeded Limit	45	15.00	9
Jasper County Sheriff's	Hazardous Moving Violations	1322	440.67	456
Jefferson City Police Dept.	Alcohol/Drug Involved	172	57.33	41
Jefferson City Police Dept.	Speed - Exceeded Limit	39	13.00	9
Jefferson City Police Dept.	Hazardous Moving Violations	3566	1188.67	1094
Jefferson County Sheriff's	Alcohol/Drug Involved	786	262.00	237
Jefferson County Sheriff's	Speed - Exceeded Limit	242	80.67	69
Jefferson County Sheriff's	Hazardous Moving Violations	5691	1897.00	1827
Jennings Police Dept.	Alcohol/Drug Involved	48	16.00	12
Jennings Police Dept.	Speed - Exceeded Limit	78	26.00	28
Jennings Police Dept.	Hazardous Moving Violations	657	219.00	202
Joplin Police Dept.	Alcohol/Drug Involved	273	91.00	94
Joplin Police Dept.	Speed - Exceeded Limit	115	38.33	33
Joplin Police Dept.	Hazardous Moving Violations	6063	2021.00	1812
Kansas City Police Dept.	Alcohol/Drug Involved	2034	678.00	506
Kansas City Police Dept.	Speed - Exceeded Limit	2537	845.67	670
Kansas City Police Dept.	Hazardous Moving Violations	37948	12649.33	10236
Kennett Police Dept.	Alcohol/Drug Involved	37	12.33	8
Kennett Police Dept.	Speed - Exceeded Limit	9	3.00	3
Kirkwood Police Dept.	Speed - Exceeded Limit	49	16.33	9
Kirkwood Police Dept.	Hazardous Moving Violations	2143	714.33	693
Ladue Police Dept.	Alcohol/Drug Involved	53	17.67	12
Lake St. Louis Police Dept.	Alcohol/Drug Involved	0	0.00	0

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Lake St. Louis Police Dept.	Speed - Exceeded Limit	30	10.00	10
Lawrence County Sheriff's	Speed - Exceeded Limit	13	4.33	7
Lee's Summit Police Dept.	Alcohol/Drug Involved	331	110.33	125
Lee's Summit Police Dept.	Speed - Exceeded Limit	207	69.00	57
Lee's Summit Police Dept.	Hazardous Moving Violations	4929	1643.00	1635
Liberty Police Dept.	Speed - Exceeded Limit	44	14.67	10
Liberty Police Dept.	Hazardous Moving Violations	1903	634.33	679
Lone Jack Police Dept.	Speed - Exceeded Limit	0	0.00	0
Lone Jack Police Dept.	Hazardous Moving Violations	0	0.00	0
Maryland Heights Police Dept.	Alcohol/Drug Involved	195	65.00	59
Maryland Heights Police Dept.	Speed - Exceeded Limit	65	21.67	20
Maryland Heights Police Dept.	Hazardous Moving Violations	2868	956.00	801
Missouri State Highway Patrol	Alcohol/Drug Involved		0.00	
Missouri State Highway Patrol	Speed - Exceeded Limit		0.00	
Missouri State Highway Patrol	Hazardous Moving Violations		0.00	
Neosho Police Dept.	Alcohol/Drug Involved	47	15.67	18
Neosho Police Dept.	Speed - Exceeded Limit	15	5.00	5
Neosho Police Dept.	Hazardous Moving Violations	770	256.67	244
Newton County Sheriff's	Alcohol/Drug Involved	195	65.00	60
Newton County Sheriff's	Speed - Exceeded Limit	32	10.67	8
Newton County Sheriff's	Hazardous Moving Violations	1180	393.33	369
Nixa Police Dept.	Speed - Exceeded Limit	10	3.33	2
Nixa Police Dept.	Hazardous Moving Violations	592	197.33	197
Normandy Police Dept.	Speed - Exceeded Limit	13	4.33	6
Normandy Police Dept.	Hazardous Moving Violations	193	64.33	60
O'Fallon Police Dept.	Alcohol/Drug Involved	225	75.00	65
O'Fallon Police Dept.	Speed - Exceeded Limit	106	35.33	22
O'Fallon Police Dept.	Hazardous Moving Violations	3513	1171.00	934
Olivette Police Dept.	Speed - Exceeded Limit	13	4.33	7
Olivette Police Dept.	Hazardous Moving Violations	318	106.00	120
Osage Beach	Alcohol/Drug Involved	49	16.33	11
Osage Beach	Speed - Exceeded Limit	11	3.67	1

Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Osage Beach	Hazardous Moving Violations	943	314.33	265
Overland Police Dept.	Alcohol/Drug Involved	84	28.00	34
Overland Police Dept.	Speed - Exceeded Limit	80	26.67	24
Overland Police Dept.	Hazardous Moving Violations	1185	395.00	379
Ozark Police Dept.	Alcohol/Drug Involved	34	11.33	12
Ozark Police Dept.	Speed - Exceeded Limit	16	5.33	8
Ozark Police Dept.	Hazardous Moving Violations	678	226.00	231
Peculiar Police Dept.	Alcohol/Drug Involved	12	4.00	1
Peculiar Police Dept.	Speed - Exceeded Limit	8	2.67	5
Peculiar Police Dept.	Hazardous Moving Violations	89	29.67	39
Perryville Police Dept.	Speed - Exceeded Limit	17	5.67	3
Perryville Police Dept.	Hazardous Moving Violations	496	165.33	165
Pevely Police Dept.	Alcohol/Drug Involved	41	13.67	9
Pevely Police Dept.	Speed - Exceeded Limit	8	2.67	0
Pevely Police Dept.	Hazardous Moving Violations	362	120.67	104
Platte County Sheriff's	Alcohol/Drug Involved	92	30.67	31
Platte County Sheriff's	Speed - Exceeded Limit	41	13.67	16
Platte County Sheriff's	Hazardous Moving Violations	822	274.00	303
Pleasant Hill Police Dept.	Alcohol/Drug Involved	20	6.67	10
Pleasant Hill Police Dept.	Speed - Exceeded Limit	12	4.00	3
Pleasant Hill Police Dept.	Hazardous Moving Violations	162	54.00	48
Raymore Police Dept.	Alcohol/Drug Involved	24	8.00	12
Raymore Police Dept.	Speed - Exceeded Limit	21	7.00	7
Raymore Police Dept.	Hazardous Moving Violations	362	120.67	127
Raytown Police Dept.	Speed - Exceeded Limit	43	14.33	21
Raytown Police Dept.	Hazardous Moving Violations	1170	390.00	308
Riverside Dept. of Public Safety	Alcohol/Drug Involved	31	10.33	8
Riverside Dept. of Public Safety	Speed - Exceeded Limit	13	4.33	1
Riverside Dept. of Public Safety	Hazardous Moving Violations	259	86.33	72
Scott County Sheriff's	Alcohol/Drug Involved	87	29.00	20
Scott County Sheriff's	Speed - Exceeded Limit	6	2.00	1
Scott County Sheriff's	Hazardous Moving Violations	575	191.67	138

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Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Sedalia Police Dept.	Speed - Exceeded Limit	72	24.00	16
Sedalia Police Dept.	Hazardous Moving Violations	2228	742.67	685
Smithville Police Dept.	Speed - Exceeded Limit	15	5.00	2
Smithville Police Dept.	Hazardous Moving Violations	225	75.00	65
Springfield Police Dept.	Alcohol/Drug Involved	803	267.67	196
Springfield Police Dept.	Speed - Exceeded Limit	344	114.67	84
Springfield Police Dept.	Hazardous Moving Violations	15314	5104.67	4029
St. Ann Police Dept.	Speed - Exceeded Limit	53	17.67	13
St. Charles City Police	Alcohol/Drug Involved	334	111.33	124
St. Charles City Police	Speed - Exceeded Limit	140	46.67	49
St. Charles City Police	Hazardous Moving Violations	3960	1320.00	1236
St. Charles County Sheriff's	Alcohol/Drug Involved	368	122.67	154
St. John Police Dept.	Alcohol/Drug Involved	30	10.00	12
St. John Police Dept.	Speed - Exceeded Limit	9	3.00	6
St. John Police Dept.	Hazardous Moving Violations	247	82.33	89
St. Joseph Police Dept.	Alcohol/Drug Involved	402	134.00	142
St. Joseph Police Dept.	Speed - Exceeded Limit	211	70.33	65
St. Joseph Police Dept.	Hazardous Moving Violations	5758	1919.33	1948
St. Louis County Police	Alcohol/Drug Involved	890	296.67	227
St. Louis Metro Police	Alcohol/Drug Involved		0.00	
St. Louis Metro Police	Speed - Exceeded Limit		0.00	
St. Louis Metro Police	Hazardous Moving Violations		0.00	
Stone County Sheriff's	Alcohol/Drug Involved	169	56.33	52
Stone County Sheriff's	Speed - Exceeded Limit	67	22.33	15
Stratford Police Dept.	Speed - Exceeded Limit	6	2.00	0
Stratford Police Dept.	Hazardous Moving Violations	109	36.33	48
Sugar Creek Police Dept.	Speed - Exceeded Limit	18	6.00	3
Sugar Creek Police Dept.	Hazardous Moving Violations	114	38.00	34
Town & Country Police	Alcohol/Drug Involved	74	24.67	17
Town & Country Police	Speed - Exceeded Limit	37	12.33	4
Troy Police Dept.	Alcohol/Drug Involved	28	9.33	4
Troy Police Dept.	Speed - Exceeded Limit	15	5.00	2

Crash Stats for Grants for FY08.xls

Agency	Crash Type	Oct. 1, 2004 -Sept. 30, 2007 Total Crashes	3 Year Average Total Crashes	Oct. 1, 2007 - Sept. 30, 2008 Total Crashes
Union Police Dept.	Alcohol/Drug Involved	47	15.67	9
Union Police Dept.	Speed - Exceeded Limit	14	4.67	1
Union Police Dept.	Hazardous Moving Violations	746	248.67	295
Washington Police Dept.	Alcohol/Drug Involved	82	27.33	16
Washington Police Dept.	Speed - Exceeded Limit	23	7.67	6
Washington Police Dept.	Hazardous Moving Violations	1174	391.33	376
Webb City Police Dept.	Alcohol/Drug Involved	39	13.00	14
West Plains Police Dept.	Alcohol/Drug Involved	64	21.33	10
West Plains Police Dept.	Speed - Exceeded Limit	44	14.67	14
West Plains Police Dept.	Hazardous Moving Violations	864	288.00	281
Willow Springs Police Dept.	Alcohol/Drug Involved	3	1.00	4
Willow Springs Police Dept.	Speed - Exceeded Limit	7	2.33	4
Willow Springs Police Dept.	Hazardous Moving Violations	56	18.67	14
Woodson Terrace Police	Speed - Exceeded Limit	8	2.67	7
Woodson Terrace Police	Hazardous Moving Violations	111	37.00	40

MISSOURI

Annual Report 2008

PROJECT TITLE:

Studies

PROJECT NUMBER:

08-PT-02-129

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

Using the established survey methodology developed in 2003 and continued through 2007, the Missouri Safety Center proposes to continue observational surveys at 150 schools to measure regional changes in teenage safety belt usage rates.

PROBLEM IDENTIFICATION:

A review of the statewide safety belt usage rates continues to identify high school aged drivers as an at risk group of drivers seriously lacking in safety belt usage. This observation study started in 2003 as part of the analysis of crash data regarding the age groups involved in fatal and personal injury crashes statewide. As a result of the data analysis a pilot observational study at 150 high schools was conducted by the Missouri Safety Center for the Highway Safety Division of MoDOT. The objective was to determine a baseline usage rate, then develop additional programs, enforcement activities and educational efforts designed to have a positive affect on usage rates of the target group.

In 2004, teenage safety belt usage was observed and documented at 53.5% in MoDOT Districts 5, 7 and 10. A repeat of the observation study was conducted in 2006 with a documented usage rate of 57.9%. It is important to note that a separate STEP enforcement program was conducted prior to the second observational study.

The 2006 usage rate of 57.9% is still less than NHTSA's goal of 85% usage, confirming the need for on-going education and enforcement efforts.

GOALS AND OBJECTIVES:**Goal:**

Establish a 2008 teen safety belt use rate for the State of Missouri

Objective:

Conduct an observational survey of High School safety belt use at 150 schools statewide.

Determine both a local and statewide safety belt usage rate for high school aged drivers by school and MoDOT district. By analyzing the data of this on-going study, determinations can be made as to the impact and effectiveness of programs designed to increase safety belt usage within the targeted group.

RESULTS:

The High School Seat Belt Survey was conducted between April 14th and May 2nd, 2008. A total of 28,190 observations were collected at the targeted 150 high schools statewide. There were 15,178 teenage and 10,793 adult drivers observed. In addition, 2,219 front seat outboard passengers were identified of which 2,048 were teenagers. Of the 15,178 teenage drivers observed 9,367 or 61.7 percent were using safety belts. This is a 1.2 percent increase over the 61.1 percent using safety belts in 2007. This number is still well below the 2007 statewide safety belt use rate of 77.1 percent.

FUNDING:

402 : \$64,584.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

LETSAC

PROJECT NUMBER:

08-PT-02-02

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Monthly meetings were held with the LETSAC board. Funding has been utilized to provide lodging and meals for the board members. A general membership meeting was held in the spring that provided 1 to 2 credit hours of training. Funding from this project also provided for mailings and meeting costs. An annual traffic conference was held in July, 2008 to provide update training and information for traffic officers and commanders on the latest trends in highway safety issues.

PROBLEM IDENTIFICATION:

The Highway Safety Division needs the input of local law enforcement to assist in major decision making areas such as training, legislation, and new and innovative enforcement procedures on the horizon. In order to accomplish this meetings, conferences and trainings must be held to discuss new endeavors for law enforcement funding must also be secured to help with regional training and conference expenses.

GOALS AND OBJECTIVES:

To provide training for law enforcement and to form a partnership with law enforcement in highway safety issues.

RESULTS:

A general membership meeting was held in Jefferson City in March 2008. Training in drug detection was provided by the Missouri State Highway Patrol. The annual LETSAC Traffic Conference was held at the Resort at Port Arrowhead, Lake Ozark from July 14 to July 18. Over 240 people registered for the conference which also offered 19.0 post-certified hours.

FUNDING:

402 : \$30,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Fitness-to-Drive

PROJECT NUMBER:

08-PT-02-142

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Older Drivers

AGENCY NAME:

Washington University School of Medicine

AGENCY CONTACT:

Dr. David Carr

PROJECT DESCRIPTION:

Washington University will conduct a one-year pilot project with the goal to translate recent research findings into the development of a "new technology" or a brief office test battery that is predictive of on-the-road test performance in older adults with cognitive impairment.

Phase I (10/07-11/07): Standardizing Office Testing

The Principal Investigator (PI) will first assemble a team of local (Carr, Barco, Meuser) and national (Staplin, Hunt) experts in the field of older driver safety. The PI has worked with these experts extensively in the past, hosting both Drs. Loren Staplin and Linda Hunt for consultation meetings at Washington University within the past year.

The expert team will meet in early October, shortly after funding begins. The team will review the literature and choose specific tests (pencil and paper tests and brief computerized tests of driving abilities) that could easily be adopted in the DMV setting for either Driver's License Renewal staff or the Missouri State Highway Patrol. Obvious candidates include; brief mental status screens (11), the Clock Drawing Task (12), Traffic Sign Recognition (13), Trails B, a test of psychomotor speed and visuospatial ability (14), and the Driving Health, Inventory, a brief computerized test of driving abilities (15).

An important goal of Phase I will be development of a training seminar curriculum to disseminate information about the screening test battery. A training seminar will be developed, wherein the rationale for the tests will be discussed along with requirements for standardized administration. A plan will be developed to confirm inter-rater reliability. During this phase a database will also be programmed and appropriate forms will be distributed to allow for data entry and coding. The primary testing site will be at The Rehabilitation Institute of St. Louis (TRISL.) We will also consider adding additional sites where dementia patients are evaluated (e.g. Jefferson Barracks, VA St. Louis) in order to improve our sample size if needed. The PI practices in a Memory Diagnostic Center at Washington University in St. Louis where many individuals with cognitive impairment can be identified and then referred to a DRS for road testing. Other referrals will come from the community at large.

Phase II (11/07-12/07): Standardizing On-the-Road Testing

The expert team will standardize the on-the-road tests performed by these individuals so the

Evaluation Centers are utilizing the same type of course and scoring methodology. Specifically, we will have them trained in the Washington University Road Test (16), which will require consistency in scoring and in the number of maneuvers. Thus, the instructors can utilize a similar course that they have developed, but it will likely need some modification to be sure it entails the proper elements and routes to adequately assess in-traffic skills. In this way, we should have both a qualitative (pass, marginal, fail) and quantitative (point system) outcome measure that should assist in developing the test battery.

One of the limitations of this initial pilot study will be that the instructors are not blinded to the results of the test battery prior to on-the-road testing. However, this is a "real world" approach and currently the driving tests in the community do not occur in a vacuum. Testing always occurs with real-time knowledge of current driving abilities. A future phase two study with a larger number of subjects could have enough funding to provide research staff at State Highway Patrol centers could assist with further validation of the test battery.

Phase III (1/08-7/08): Data Collection

During this time period, all the centers will collect data on the performance of the older adults on the test battery and on their road test performance. The data will be collected on a monthly basis, with a goal of a sample of 100 subjects that have completed both the test battery and the road evaluation over this seven-month period of time.

Phase IV (8/08-9/08): Data Analysis

During this phase, final data will be collected and entered into the database and reviewed. Statistical analysis will be performed to determine whether any items on the test battery have sufficient predictive power to determine road test failure by either the quantitative or qualitative outcomes (see Evaluation).

Evaluation

An important measure of success in this project is obtaining sufficient data from neurologically impaired drivers in Missouri to develop a package of screening tests that is predictive of on-road test failure. Another measure of success will be in the applicability of this package to the realities of driver evaluation and licensing in the state. Any screening package must be inexpensive, easy to administer, and have face validity with respect to driving. Sufficient research has occurred to date to identify candidate tests that meet these criteria. It is time to take the next step and actually apply these tests to real world conditions.

This pilot project is a critical first step in developing an acceptable, evidenced-based means of screening for impairment that is likely to impact on fitness to drive and, by extension, highway safety.

At the end of this project, we will recommend a package of in-office screening tests for use by Highway Patrol examiners and health professionals involved in licensing decisions in Missouri. This package could be utilized at a regional testing center for further validation and acceptability. Realistically, this may need to be a two-year project depending on the number of patients that are recruited during this first year of funding.

PROBLEM IDENTIFICATION:

The State currently does not have a brief, simple, office-based instrument or "technology" that would predict the ability to pass a performance-based road test in medically impaired drivers,

particularly those with cognitive impairment. An increasing number of older adults with cognitive decline or dementia (especially Alzheimer's disease) are evaluated by physicians, occupational therapists (OT), driver's license examiners, and the state highway patrol (SHP). Often, the final "arbiter" in the decision to drive is whether the medically impaired driver can pass an on-the-road test. However, road tests are expensive, time consuming, and may need to be repeated over time in individuals with progressive conditions. There is also the safety concern for the driving instructors (OT's/SHP officers) and the welfare of the public when administering these tests.

There will be a rapid increase in the number of older drivers on the road in the next few decades (1). This increase can be attributed to the aging of our driving population in the United States and especially to an increase in the number of older adult female drivers. It appears that each new cohort of older drivers is increasing their average miles driven per year, but still drives fewer miles per year than other age groups (2). Dementia may be one of the major medical illnesses that contribute to the increased crash rate in older adults. This may not be surprising given the prevalence of dementia of the Alzheimer type, which increases dramatically with each decade over 70 years (3).

One study that administered a mental status screen to older adults during driver license renewal revealed that 20% of drivers over age 80 demonstrated significant cognitive impairment (4). Studies in tertiary referral centers have revealed an increased crash rate in drivers with dementia of the Alzheimer type in comparison with controls, although there have been exceptions. Larger population-based studies that are able to identify cognitively impaired drivers by brief cognitive screens have found modest increases in crash rates in older adult drivers (5). At higher levels of cognitive impairment, previous research from our Center has indicated that many older adults are unable to pass a road test, and those that do are likely to fail with subsequent testing (6). Similar data is available for older adults with cerebrovascular disease (7), but many older adults with a major stroke never return to driving (8).

There will be more cognitively impaired older adults on our roadways, and that they will be involved in an increasing number of motor vehicle crashes. Performance based road tests are often recommended for evaluating these drivers. A brief battery of tests in the licensing office or State Highway Patrol offices that could predict driving performance with a high degree of validity and reliability would be helpful in reducing the financial burden and time for the State to administer these tests in an expanding older adult population. Avoiding testing unsafe drivers could also decrease the risk to state examiners and the public.

Medically impaired drivers are being evaluated at health professional offices and state agencies that interact with older adults. Physicians such as family practitioners, internists, neurologists, and psychiatrists grapple with these issues on a regular basis with little evidence based medicine to guide them. Many of these individuals are referred to Occupational Therapists, who may or may not have expertise with older adults with cognitive impairment or dementia. OT's are also faced with taking at-risk individuals on the road. Many Driving Rehabilitation Specialists (DRS)/Occupational Therapists have obtained additional training in driving evaluation, and have a battery of tests they administer prior to the on-the-road evaluation. However, these tests are often varied across Centers, assess a variety and/or spectrum of human factors (visual, cognitive, and motor abilities), and to our knowledge have not been successfully tested as a group to pass a road test in older adults with neurologic illnesses. Finally, the driver's license agencies and the state highway patrol often interact with cognitively impaired older adults. This interface occurs during the renewal process when an older adult fails the screening evaluation, or if referred for further

testing, at the State Highway Patrol. Referrals for testing cognitively impaired older drivers may come from health professionals, law enforcement officials, courts, or family members that have raised concerns. To date, the tests that are currently being administered in the State of Missouri have not been found to be predictive of road test scores (Duchek, unpublished data).

So far a lack of research and investigation is limiting our ability to choose testing procedures and finalize a test battery. State and provincial governments employ a variety of methods to assist in the identification of the medically at-risk or high-risk older driver. Methods include vision tests, traffic sign recognition, knowledge tests, road tests, in-person renewal requirements, and shorter renewal periods. Vision tests have been shown to be associated with reductions in fatality rates for older drivers. The effects of in-person renewal, vision tests, road tests, and the frequency of license renewal on older driver fatality rates were recently examined (9). Results indicated that in-person license renewal for the oldest old age category (85+) was the only licensing policy related to lower driver fatality rates. However, a battery of paper and pencil tests and functional measures were recently validated in a large older adult cohort in Maryland with at-fault motor vehicle crashes (10). To our knowledge, no one has administered a battery of tests or a "new technology" in older adults with cognitive impairment that is highly predictive of road test performance.

Part of the problem of previous research, has been the lack of focus of specific medical conditions when studying older adults. Researchers have wanted to identify one test or simple battery that would be predictive on large groups of older drivers with heterogeneity. This approach has not been fruitful to date, and we propose to narrow our scope to older adults with cognitive impairment or dementia. This appears justified given the number with dementia, stroke, and related disorders.

GOALS AND OBJECTIVES:

The goal of this project is to translate recent research findings into the development of a "new technology" or a brief office test battery that is predictive of on-the-road test performance in older adults with cognitive impairment.

RESULTS:

The first few months were spent in startup including: hiring a project coordinator, training clinical staff, purchasing testing devices and equipment, finalizing space, creating and modifying important forms and questionnaires for the participants and informants, revising the Washington University Road Test (WURT), completing Human Study approvals, and pilot testing the evaluation process. Since this was a new clinic effort at The Rehabilitation Institute of St. Louis (TRISL), it also required networking and close collaboration across many administrative levels. In addition, the driving clinic has utilized a true collaborative model, with staff from both the Program of Occupational Therapy at Washington University at St. Louis, and TRISL participating in the evaluation process. Telephone screening to recruit participants started in December 2007 and commenced with evaluating participants on January 15th, 2008.

Eighty-six telephone screenings have been conducted as part of the recruitment process for the fitness-to-drive protocols. As a result of the telephone screening, 58 subjects with dementia have completed testing and 27 failed to meet inclusion criteria and were excluded for the following reasons: nine informants stated they were not interested or refused, four expressed concern about being reported to the DMV, three had driving evaluations in the past year, two did not have an active license, two did not meet criteria for a dementing illness, two did not have a physician diagnosis of dementia, two refused, 1 had just completed state testing, one was admitted to a nursing home, and one refused due to concern of a lawsuit.

Subject recruitment has not been an area of concern. We have received a very positive response from the community. The driving research team has provided lectures at dementia conferences and participate in key meetings on the medical campus of Washington University with professionals that care for older adults with neurological impairments. They have also contacted physicians by email and by letter, informing them of the study. Driving evaluations are scheduled four weeks in advance and referrals keep coming in without advertisement or media efforts. The fact that comprehensive driving evaluations are being provided without any expense to the participant and family enhances the ability to recruit and to obtain referrals from colleagues.

Washington University also collaborated with Pat Niewoehner and the Driving Clinic at Jefferson Barracks VA Hospital in St. Louis. The Driving Clinic at VA has recruited 30 participants with dementia bringing the total number to 90 participants that have completed testing.

Fifty-eight driving evaluations of participants with a diagnosis of dementia have been completed. The demographic characteristics of this sample are as follows; 75.12 ± 8.08 age in years, 55% male, 17% African American, 14.64 ± 2.9 years of education, have averaged 57.06 ± 8.82 years of driving, and drive an average of 5.09 ± 2.17 days per week. Informants that provided information on the participants included spouses (60%), adult children (33%), and friends/relatives (7%). The demographic characteristics of the informants are as follows; 62.55 ± 15.2 age in years, 24% male, and 15.75 ± 2.7 years of education.

The Functional Activity Questionnaire (FAQ) was utilized which is completed separately by informants and participants. This questionnaire is a well-known and validated tool in the geriatric literature which measures impairments in activities of daily living and abnormal driving behaviors. The questionnaire has been successfully completed by participants and informants, and the range of scores has been wide (0-14 for participants, 0-24 for informants), with an average score of 2.16 ± 3.6 for participants and 6.95 ± 6.9 for informants (higher scores indicating more functional impairment). Informants have been able to report abnormal driving behaviors that could indicate at risk driving on the participants prior to the assessment. Thus far, informants have documented a range of 0 to 15 unsafe driving behaviors in our participants, with an average of 2.54 ± 3.05 behaviors. Participants report abnormal driving behaviors less frequently with a documented range of 0-5 unsafe driving behaviors, an average of $.94 \pm 1.43$ unsafe driving behaviors.

Two measures that the Missouri State Highway Patrol currently utilizes for testing not only novice drivers but also those referred for fitness-to-drive evaluations (e.g. drivers with dementia or stroke), are road sign recognition tests and written examinations that test traffic safety knowledge. The driving clinic has also created a written test that features common driving scenarios and situations that require decision-making and intact judgment. To date, participants only have been able to name correctly 7.04 ± 2.16 road signs (out of 12), able to describe the function of the sign correctly 7.35 ± 3.0 road signs (out of 12), and obtain an average score of 9.33 ± 2.86 out of 13 questions on the written examination. This data will be compared to on road performance as our sample size increases. These tests have been easy to administer, take minimal time by the examiner, and have some face validity and/or be potentially acceptable to the older adult as a proxy for safe driving.

Important off-road tests have been adopted that not only tap into these key functional abilities, but also are often utilized by occupational therapists in driving clinic settings and by the American Medical Association (AMA) for physicians in the office setting. To date, the majority of the off-road tests have been acceptable to participants and feasible to administer. All of these tests have

exhibited a wide range of scores and significant portions have fallen into areas that have been associated with driving impairment. Contrast Sensitivity ($1.63 \pm .17$ LogMARs), Brake Reaction Time right foot ($.82 \pm .67$ secs), Rapid Pace Walk (7.74 ± 1.9 secs), the Short Blessed Test (9.05 ± 6.87), Trails A (61.25 ± 3.08 secs), Trails B (197.19 ± 89.70 secs) the Clock Drawing Test (5.05 ± 2.45), Digits Forward (7.79 ± 2.46), Digits Backward (4.91 ± 2.1), the Maze Test (46.46 ± 25.85 secs), the Motor Free Visual Perception Test (3.67 ± 2.7 errors) and the Useful Field of View (334.49 ± 159.6 milliseconds).

As part of this study, the Washington University Road Test (WURT) was revised, and during the initial stages it has undergone several revisions in an attempt to make the assessment more functional, usable, and more general for other clinics. Participants thus far have failed the road test (WURT) on 33 out of 58 occasions, representing 57% of the sample to date. If this percentage continues, this should more than satisfy the power calculation assumptions to create a model that can predict our qualitative outcome measures for dementia patients.

The findings to date indicate that the chosen testing measures are acceptable, feasible, and provide a good dispersion of scores across ranges of neurological impairment for our dementia patients. The tests have potential applicability to identify those neurologically impaired individuals that should no longer be operating a motor vehicle as well as those that are safe to continue or resume driving. The potential cost savings of not having to obtain an on-road test would be a benefit to patients and families, and the public safety benefit from saved lives and prevention of injuries could be substantial. During the next year of funding recruitment of the sample will be completed, and then run appropriate analyses to create a fitness-to-drive model.

The creation of a database is planned and can be utilized as both a data entry and report field for the professionals in the driving clinic. This database can be used for future validation studies in the field in the Highway Patrol setting or in other health professional settings such as driving evaluation clinics.

FUNDING:

402 : \$93,781.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Mature Driving Program

PROJECT NUMBER:

08-PT-02-05

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Mature Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Informational materials and educational programs will be created to reach tolder drivers and their family members with targeted message in order to reduce deaths and injuries resulting from traffic crashes involving older drivers.

PROBLEM IDENTIFICATION:

Motor vehicle injuries are the leading cause of injury-related deaths among 65- to 74-year olds and are the second leading cause (after falls) among 75- to 84-year olds. More than 637,000 people 65 or older hold a Missouri drivers license in the state.

Older adults (age 65 and older) are the fastest growing segment of the U.S. population. Not only will there be more drivers, but these drivers will also drive more miles per year than previous generations, and will drive at older ages.

In the past three years, older drivers were involved in 15 percent of the fatal traffic crashes and 12 percent of the crashes involving a serious injury. Compared with other drivers, older drivers have a higher fatality rate per mile driven than any other age group except drivers under the age of 25.

GOALS AND OBJECTIVES:

The objective of this in-house memo project is to increase awareness of safe driving habits among Missouri divers over the age of 65.

RESULTS:

Several training programs were conducted over this grant year with the associated costs being covered under this grant. A workshop on older driver safety was held in October of 2007 with approximately 50 professionals in the field in attendance. Agencies represented at the workshop include area agencies on aging, occupational therapists, AARP, transportation officials, safe community programs, doctors, safety councils, and other safety advocates.

CarFit and DriveWell trainings were hosted in the Springfield area with 31 participants. An instructor was brought in from the American Occupational Therapy Association to assist the state with this program and serve as a mentoring instructor in order to acquire instructor certification for one of Missouri's occupational therapists.

A curriculum was purchased in order to provide sensitivity training to advocates in the state who will be working with older driver safety programs. This program is designed to help safety advocates understand age-related issues. The program uses several tools to simulate some of the age-related problems with vision and flexibility. The Highway Safety Division is exploring the possibility of working with the Missouri State Highway Patrol to offer this curriculum in the next fiscal year.

Educational materials were also purchased or printed and provided to the public to increase awareness of older driver safety issues and concerns.

FUNDING:

402 : \$22,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Training

PROJECT NUMBER:

08-PT-02-136

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

(All aspects of traffic safety)

AGENCY NAME:

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:

Under this proposal, the Missouri State Highway Patrol will send officers to skill enhancement training courses, seminars, conferences, etc.

The Skill Enhancement training will include:

Combined Accident Reduction Effort (C.A.R.E.) Annual Conference;

Law Enforcement Traffic Safety Advisory Council (LETSAC) Annual Conference;

Operation Lifesaver Annual Conference;

International Association of Chiefs of Police (IACP), Highway Safety Program Annual Conference;

Highway Safety Committee Meeting;

Uniform Safety Education Officers (USEOW) Workshop;

Health, Functional Status and Older Driver Safety training for State Highway Patrol Driver Examiners & Troopers;

Mothers Against Drunk Driving Conference; and

Major Crash Investigative Unit (MCIU), Midwest Association of Technical Accident Investigators (MATAI) Annual Conference. Other advanced training associated with reconstruction of crashes, i.e., biomechanics of crashes, scene mapping, heavy vehicle crash reconstruction and applied physics for collision reconstruction.

PROBLEM IDENTIFICATION:

Today's society has increased its expectations and places greater demands on police professionals. Skill Enhancement training for traffic law enforcement officers is paramount in providing practical educational and informational tools for officers to use in enhancing leadership and management skills. Officers are making decisions that will lead their organization into the 21st century. With an eye on the future, an extremely knowledgeable and well-respected agency can provide communities with safer roadways on which to travel.

Skill development and training is a necessary and an ongoing process within a law enforcement agency to keep up with trends for developing effective law enforcement.

GOALS AND OBJECTIVES:

GOAL:

- 1) The goal of this project is to provide quality police training to officers in areas directly affecting safety upon the state's highway; and
- 2) make training related to highway safety issues available to officers who serve in executive, managerial, and administrative positions within the Missouri State Highway Patrol.

RESULTS:

The following training programs were attended by members of the Missouri State Highway Patrol:

- 1) Three members attended ~~the~~ IACP Annual Conference;
 - 2) Four members of the Highway Patrol staff conducted older driving training around the state for all of the driver examiners;
 - 3) Three members attended Lifesavers annual conference;
 - 4) Five members attended the IACP Midyear Conference;
 - 5) Five members attended the Midwest Association of Technical Accident Investigators conference;
 - 6) Two members attended the ARC/CSI Crash Conference;
 - 7) Two members attended the Occupant and Vehicle Kinematics in Rollovers training;
 - 8) Five members attended the Uniformed Safety Education Officers' Workshop;
 - 9) Six members attended the Law Enforcement Traffic Safety Advisory Council Conference; and
 - 10) One member attended the MADD National Conference.
-

FUNDING:

402 : \$36,600.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Training & Support

PROJECT NUMBER:

08-PT-02-81

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement

AGENCY NAME:

Missouri Police Chiefs Association

AGENCY CONTACT:

Director Sheldon Lineback

PROJECT DESCRIPTION:

The Missouri Police Chief's Association will provide extensive training to law enforcement around the state. The training will concentrate on improving officer and civilian safety through driver safety training. The training will cover the operation of motor vehicles in the performance of their daily duties through improved awareness of hazards and better driving practices. A carry-over benefit of safer driving in their personal vehicles will also be achieved through this training.

PROBLEM IDENTIFICATION:

Budgets for law enforcement agencies across the state are stretched thin and often lack budgeting resources for training and equipment needed to improve traffic safety. This grant proposal covers three problematic areas for law enforcement agencies across the state.

1. Police vehicles comprise the largest number of emergency service vehicles involved in Missouri's traffic crashes. Of the 1,426 emergency service vehicles involved in 2006 traffic crashes, 75 percent (1,070) were law enforcement vehicles. Law enforcement officers' on-duty annual miles of travel are, no doubt, much greater than other types of emergency service providers. A large proportion of law enforcement officers are assigned to patrol Missouri's roadways throughout their normal shift of operations for crime prevention purposes as well as to provide quick response to calls for services. There is very little tactical and defensive driving training available to the law enforcement community. This type of training is costly.
2. Equipment is an essential component to many elements of law enforcement and is expensive. Budgets vary from one agency to another. Often when agencies purchase new equipment, their old equipment can be refurbished to give to another agency in need. At this time a program is needed to allow for this type of coordinated effort.
3. Providing law enforcement with the tools they need to improve traffic safety in the state is essential to reducing deaths and injuries resulting from traffic crashes. There is a need to survey Missouri law enforcement agencies in order to develop a comprehensive plan for assisting law enforcement in ways that will enhance traffic safety.

GOALS AND OBJECTIVES:

The Missouri Police Chiefs Association will carry out the following objectives:

1. Provide 8-hour Law Enforcement Tactical Driving training.

Over the next 12 months the MPCA will conduct 65 courses training approximately 390 law enforcement officers and will provide the driving simulator, instructors and course materials for the training. MPCA will notify departments to market the training, conduct the training and complete all the necessary paperwork to provide P.O.S.T. continuing education credit to the officers.

2. Coordinate a program to refurbish/repair equipment that law enforcement agencies donate and recycle to other law enforcement agencies in need.

MPCA will refurbish 3 speed trailers and assign to law enforcement agencies in the State that demonstrate a need for such equipment. Other equipment such as radars, video cameras, etc. will be considered for the program.

3. Conduct a needs assessment among law enforcement agencies and professionals across the state to determine resources needed to improve traffic safety, thereby reducing deaths and injuries associated with traffic crashes.

MPCA will conduct the survey and provide MoDOT Highway Safety Division with a comprehensive plan for assisting law enforcement and enhancing traffic safety.

RESULTS:

The Missouri Police Chiefs Association conducted 59 training sessions over the last year, training 298 law enforcement officers. The training included a lecture period on driver awareness and safety, video presentations on pursuit safety and traffic stops as well as an intense, hands-on patrol, response and pursuit driving experience on a driving simulator. The training sessions addressed awareness of surroundings, hazards while driving including distractions and termination considerations during pursuits.

In addition to the training sessions, the association refurbished four (4) radar trailers and one (1) utility trailer. The trailers are now being used throughout the state as part of a loan program developed through the association. Several agencies have taken advantage of the program placing the radar trailers in their communities to improve awareness of local speed limits on their roadways. This program has allowed the Police Chiefs Association to provide technology to many smaller agencies that cannot afford to purchase this equipment.

FUNDING:

402 : \$54,900.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Training

PROJECT NUMBER:

08-PT-02-131

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Missouri Southern State University

AGENCY CONTACT:

Mr. Wayne Thomason

PROJECT DESCRIPTION:

In an effort to provide this alcohol-related training to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations: Springfield, West Plains, Rolla, Harrisonville, Nevada, Osage Beach, Cape Girardeau, Kennett, Potosi, Joplin and Sullivan/Union area. This grant will allow law enforcement agencies to send their entire department to this training during this contract year. Historically, most departments could only afford to send several officers a year to this training.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of this training. Most agencies will be able to attend the training because the locations of the training are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

Missouri Southern State University Law Enforcement Academy will provide continuing education hours as approved through the Peace Officer Standards and Training (P.O.S.T.) Program, by being an approved provider.

Eligible students will consist of officers from Missouri governmental agencies who are involved in the traffic support function or will follow such training. All eligible students must meet the requirements under Missouri statutes for P.O.S.T. This verification of eligibility will be made through class and reimbursement rosters that identify the trainees' name, rank, social security number, jurisdiction, DPS date of certification, and status. Missouri Southern State University Law Enforcement Academy will be responsible for verifying eligibility of all students for instruction under this agreement. Students and/or their departments will be responsible for providing the travel, room, and board for their officers attending.

PROBLEM IDENTIFICATION:

In the three year period 2004-2006, a total of 3,483 people died on Missouri's roadways while another 25,631 suffered disabling injuries. While we recognize that many crashes result simply in property damage, only Fatal and Disabling Injury crashes have been targeted because they are

more costly in human suffering, social and economic terms.

The responsibility of insuring highway safety in the State of Missouri rests primarily on the shoulders of state, county and municipal law enforcement officers. As such, it is imperative that officers are well trained in the areas of awareness, recognition, execution, and enforcement of traffic-related statutes and regulations.

Aside from manpower, lack of adequate training is the greatest impediment to diligent enforcement of traffic-related offenses. Most state, county, and municipal law enforcement agencies do not have the financial resources to send their officers long distances to receive specialized traffic-related training.

The primary objectives of traffic enforcement training are to raise awareness of traffic safety, improve recognition of traffic-related offenses, execution of highway safety operations (i.e., sobriety checkpoints, radar, etc.) and enforcement of traffic-related offenses. Based on informal and non-scientific surveys, every law enforcement official queried emphatically believed that the training had a tremendously positive impact on reducing accidents, increasing convictions, and raising the level of awareness of traffic-related concerns.

GOALS AND OBJECTIVES:

GOAL:

1. The goal of this project is to provide law enforcement officers in defined regions of the state the opportunity to receive comprehensive traffic enforcement related training.
2. Increase the awareness of traffic enforcement related issues among law enforcement officers and improve their skills such as report writing, courtroom testimony, etc.
3. Increase the number of traffic related operations such as DWI enforcement, radar enforcement and sobriety checkpoints.

OBJECTIVES:

Missouri Southern State University will prepare all instructional materials, schedule and advertise the training programs, maintain the appropriate training records, and provide the following training programs:

Vehicle Search and Seizure - This course is designed to familiarize and update officers on the current search and seizure law as it relates to the search and seizure of evidence in motor vehicles.

High Risk Vehicle Stops - This course will instruct officers on the potential hazards and approach options when dealing with traffic stops that have an increased probability for physical harm to the officer.

Beyond the Ticket - Officers will receive training in looking beyond the ticket at various types of criminal activity, primarily in the area of transportation of controlled substances. Officers will be trained to recognize the various "red flags" when attempting to detect this type of activity.

Missouri Motor Vehicle Law - This course will teach officers the current Missouri Motor Vehicle law as it relates to traffic enforcement. Officers will be provided copies of the relevant Revised Statutes of Missouri that relate to traffic enforcement.

Railroad Crossing Collision Investigation - This course is designed to familiarize officers with the special problems related to railroad crossing collision investigations. These types of accidents

have unique problems unlike more common accident investigations.

Emergency Vehicle Operations and Pursuits - One of the most vulnerable areas of police safety and liability is emergency vehicle operations and pursuits. This course will identify the five (5) areas that officers can increase their safety and reduce their liability. How to reduce officer and department liability through training and policy will be explained. Appropriate emphasis will be placed upon termination of pursuits as well as an acceptable alternative.

RESULTS:

From October 1, 2007 through September 30, 2008 Missouri Southern State University Criminal Justice Programs presented 20 Law Enforcement training programs to 393 law enforcement officers in the following locations; Osage Beach, Joplin, Rolla, Carthage, Trenton, Nixa, West Plains, Springfield, Harrisonville, and Potosi.

Following is a breakdown of the training programs offered:

- 1) A total of two Vehicle Search and Seizure training programs were conducted in Carthage and Springfield training 58 officers.
 - 2) A total of seven High Risk Vehicle Stop training programs were presented in West Plains, Osage Beach, Joplin, Carthage, Harrisonville, Potosi and Trenton training 94 officers.
 - 3) A total of two Beyond the Ticket training programs were conducted in Springfield and Rolla training 40 officers.
 - 4) A total of two Missouri Motor Vehicle Law programs were presented in Osage Beach and Joplin training 18 officers.
 - 5) One Railroad Crossing Collision Investigation seminar was conducted in Joplin, MO to 22 Officers.
 - 6) A combined total of six Emergency Vehicle Operations and Pursuits Civil/Criminal Liability classes were presented to 161 officers in Nixa, Harrisonville, Osage Beach, West Plains and Joplin.
-

FUNDING:

402 : \$63,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

LE Vehicle Driver Training

PROJECT NUMBER:

08-PT-02-209

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

17,000 + Law Enforcement Officers

AGENCY NAME:

Missouri Sheriffs Association

AGENCY CONTACT:

Director Mick Covington

PROJECT DESCRIPTION:

The Missouri Sheriffs' Association Training Academy will initiate scheduling Law Enforcement Vehicle Driving training classes on a regular basis. MSATA will continue to use its current staff and the addition of newly trained instructors to provide the means to make more Law Enforcement Vehicle Driving training available in more areas of the state.

The lesson plan objectives include the following topics:

1. The characteristics and risks of law enforcement driving
2. Different modes of law enforcement driving
3. The legal issues of law enforcement driving
4. The basic properties of vehicle dynamics
5. Problems facing night driving
6. Acceptable vehicle maintenance
7. Selection and utilization of warning devices during emergency driving
8. Utilizing threshold braking on vehicles not ABS equipped, 9 and 3 steering and shuffle steering
9. Utilization of seatbelts and other safety devices

The law enforcement agency and/or officer will need to provide the law enforcement vehicle(s) used by the student on a regular basis for the practical application portion of the training class. This is intended to familiarize the officer with his/her own vehicle while utilizing the training principles the student is receiving.

This training class will be conducted at "LOW SPEED"; meaning there is no high speed driving in the practical application portion of the class. This is not about pursuit driving.

MSATA is a Missouri POST licensed Basic Law Enforcement Training Academy, that is licensed to provide basic law enforcement training as well as continuing education training to licensed peace officers.

The MSATA's main office and training facilities are in Jefferson City. However, there are 640-hour Basic Law Enforcement Training Class training sites in Mexico, Marshall, Camdenton, Waynesville, Bolivar, West Plains, Poplar Bluff, Union, Kirksville, St. Joseph, and Palmyra.

There are two (2) locations, Pineville and Benton; where 300-hour Reserve Basic Law Enforcement Training Classes are conducted.

PROBLEM IDENTIFICATION:

There are over 1,000 traffic crashes each year involving at least one law enforcement vehicle. This results in the needless loss of life, devastating injuries and property damage. In 2003-2005 there were 3,373 traffic crashes involving at least one law enforcement vehicle and resulted in 12 fatalities and 974 injuries.

Information taken from traffic crash reports reveal that 52% of the reported crashes occurred in urban areas and 48% in rural areas. The metropolitan areas of Jackson and St. Louis counties produced most of the law enforcement vehicle crashes. St. Charles, Greene, Jefferson, Boone, Buchanan, Clay, Cole, Cass, Cape Girardeau, and Jasper counties also had a significant number of law enforcement vehicle crashes.

There are twenty-four (24) hours of required driver training in the 640-hour Basic Law Enforcement Training Class and sixteen (16) hours of driver training in the 300-hour Reserve Basic Law Enforcement Training Class. It is important to note that many currently licensed peace officers were not offered any basic driver training classes when they attended their basic law enforcement classes. Unfortunately emergency vehicle driving classes are hard to attend for many law enforcement officers, particularly in the many rural areas of Missouri.

There is a clear cut need to train and educate officers in the use of a law enforcement vehicle in both non-emergency and emergency driving conditions.

It is a tremendous economic and personal loss when law enforcement vehicles are involved in traffic crashes. The tragic loss of the life of a law enforcement officer or citizen can not be measured. The law enforcement agency suffers the loss of critical personnel and equipment resources to the community. The economic and personal loss to the other driver, passengers, and community can not be overlooked when law enforcement vehicles are involved in traffic crashes.

There are many legal issues that must be addressed during an investigation of a law enforcement vehicle crash concerning the proper operation of the vehicle by the driver of a law enforcement vehicle. One of the issues involves how the law enforcement vehicle was operated at the time of the crash. This is often reflective of the individual officers training.

Another concern for all parties relates to the proper training of the law enforcement officer regarding the operation of law enforcement vehicles. The failure to properly train can result in significant professional, legal, and financial losses for the individual officer, administrator, and agency.

GOALS AND OBJECTIVES:

GOAL:

The goal of this project is to provide more law enforcement vehicle driver training to law enforcement personnel thereby reducing the number of traffic crashes involving law enforcement vehicles and the resulting deaths and injuries.

OBJECTIVES:

- 1) Utilize a qualified vendor to train 12 new Law Enforcement Vehicle Driver instructors.
- 2) Purchase equipment such as laptops, video projectors, carrying cases, traffic cones and single

axle trailers for use in providing training to local law enforcement agencies.

3) Conduct 35 Law Enforcement Vehicle Driver's training classes across the state.

MSATA staff members will monitor the training programs through on-site monitoring and the use of evaluation forms completed by course participants.

RESULTS:

The Missouri Sheriffs' Association Training Academy sent twelve (12) instructors through the Highway Patrol's Emergency Vehicle Operations Course during this grant period. The new instructors conducted the Law Enforcement Driving Training offered under this grant.

Three (3) single axle trailers, 625 orange safety cones, two (2) laptop computers, and three (3) video projectors were purchased to support the training efforts.

MSATA conducted thirty-four (34) Law Enforcement Driving Training courses during this grant period. The training was held at twenty-two (22) sites across the state. Officers from twenty-two (22) county sheriffs' offices, three (3) state agencies and eight (8) police departments participated in the training. Three hundred twenty (320) officers completed the 8-hour training course.

Course evaluations received from the students were very positive for both the instructors and the training curriculum. The evaluations have consistently rated the instructors and course content at "very good" and "excellent". The student handout materials were also well received.

FUNDING:

402 : \$41,156.50

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Studies

PROJECT NUMBER:

08-PT-02-130

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

All Drivers on Missouri Roadways

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center will conduct the historic methodology survey along with the spot surveys as required to provide the needed data to collect required data for reporting to NHTSA and to maintain and develop additional enforcement countermeasures for the state.

PROBLEM IDENTIFICATION:

The National Highway Traffic Safety Administration requires Missouri to collect specific safety belt usage data, on a yearly basis, to determine what percentage of the motoring public is currently wearing safety belts. This data is foundational to the education and enforcement efforts in the state. This statewide survey includes over 100,000 observations in 460 specially selected locations within 20 counties representing 85% of both urban and rural populations in the state.

The need exists for the state to monitor safety belt usage rates by roadway type, vehicle type, and gender in order to provide data that is critical to the development of targeted programs designed to increase safety belt usage in these areas. In addition, the state also collects demographic data during spot seat belt surveys conducted prior to the mobilizations, as well as during and after the mobilizations. That data is essential in determining the effects of the media efforts and campaigns, the special enforcement programs, and the statewide (National) mobilizations. The safety belt usage rate for 2006 was 75%, down from 77% in 2005.

GOALS AND OBJECTIVES:

Objectives and Accomplishments were as follows:

Objective: Using current and potentially newly trained observers and monitors, an observational sure will be conducted during a specified time in June.

Result: The 2008 survey was conducted from Monday, June 2nd through Sunday, June 8th, 2008. The 2008 survey resulted in 116,274 observations in cars, pickup trucks, sport utility vehicles, and vans. The 2008 usage rate on Missouri roadways was found to be 75.8%. The 2008 survey was:

- Conducted at the same locations, time of day and day of week as the 2007 survey.
- Conducted by 58 observers. Forty-eight had participated in the 2007 survey.
- Assisted by 4 field monitors who monitored 82 of the 460 observation sites (17.8%) in 100% of the counties.

·Initiated by observer/monitor training programs for new observers and/or monitors to review training materials, recording techniques, and data dispositions.

Objective: Conduct and report results of the spot surveys.

Result: The spot surveys we conducted on the following dates between 8:00 am and 5:00 pm.

·Pre Survey: May 5th and 6th, 2008-the survey prior to the kick off of the actual Click It or Ticket campaign for the general population.

·Peak Survey: May 27th and 28th, 2008-the survey conducted at the mid point of the enforcement campaign for Click It or Ticket.

·Post Survey: June 9th and 10th, 2008-the survey conducted after the actual statewide seat belt survey and after all media and enforcement had ended.

The spot survey was conducted by trained observers who had participated in the annual statewide safety belt survey for at least the past four years. All spot survey locations corresponded to the exact locations as those used in the statewide safety belt survey.

Objective: Working with the Institutional Research Center at the University of Central Missouri, collected data will be analyzed and specific reports generated to meet the reporting needs of Highway Safety Division of MoDOT.

Result: All data was scanned by the Missouri Safety Center then sent electronically to the Institutional Research Center at the University of Central Missouri. The Institutional Research Center then ran an analysis using SPSS a statistical software program which generated various reports that were printed at the Safety Center.

RESULTS:

Results are incorporated into Goals and Objectives Section.

FUNDING:

402 : \$108,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

DWITS

PROJECT NUMBER:

08-K8-03-37

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

N/A

AGENCY NAME:

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:

The Missouri State Highway Patrol will strive to achieve the following objectives:

1. Make certain the DWI Tracking System is operational 24/7.
2. Identify, develop, and implement system enhancements and interfaces.
3. Enhance users' (representatives from law enforcement agencies, prosecuting attorneys' offices, and courts) knowledge of the DWI Tracking System by offering an annual training seminar within approximately 200 miles one way) of their jurisdiction and/or provide tutorial compact disks (CDs) of the DWITS upon request.
4. Return questionable or erroneous records from the DWITS to the respective reporting agency.

This project will provide funding to cover personnel from the Information Systems Division or computer professionals from the private sector to provide system maintenance, remedy any system malfunctions that surface, and construct and implement any necessary system enhancements/interfaces.

Personnel from the Highway Patrol's Traffic Division, Information Systems Division, and/or contracted consultants will offer a training seminar on the DWI Tracking System at a minimum of four designated locations throughout the state (St. Louis, Kansas City, Springfield, and Jefferson City). The training curriculum will be geared toward representatives from law enforcement agencies, prosecuting attorney offices, and courts. Additional DWITS presentations may include the annual prosecutor conference, court clerk conference, LETSAC, etc. Correspondence will be mailed to criminal justice agencies throughout the State informing them of the scheduled training session and student registration process. Training materials will be printed and disseminated to students who attend the training. The Traffic Division will also provide tutorial CDs of the DWITS to users or potential users upon request. A web-based student registration page will be posted on the Patrol's official Internet home page for anyone interested in attending DWITS training. Prior to each session, Traffic Division personnel will determine the number of students registered and weigh the costs for providing the session in comparison to the number of students. If a session is not cost effective and thus canceled, measures will be taken to inform registered

students of training sessions at other locations.

Personnel from the Traffic Division will return questionable or erroneous records to the respective criminal justice agency that completed the DWITS entry or submitted the record for entry.

PROBLEM IDENTIFICATION:

In February 2005, a new web-based DWITS went into production for the state of Missouri. This system provides a means to track Driving While Intoxicated (DWI) offenses through their full life cycle -- from arrest to final court disposition, and works basically like this: A law enforcement officer makes an arrest for DWI. The arresting officer or designated clerk enters the arrest information into the DWI Tracking System via a web browser. Once entered, the data is immediately available to other authorized users making inquiries into the tracking system. Furthermore, the prosecutor's office can access a DWI case via the tracking system and append their disposition. If the case goes to court, the court clerk can forward a disposition to the Highway Patrol for inclusion into the DWITS. The DWI Tracking System also provides a means to conduct baseline, geographic, and demographic DWI analysis for the procurement of federal grant funds.

Tracking a DWI offense from arrest to final court action requires a great deal of information gathering and sharing between local and state government entities. Law enforcement agencies, prosecutors, and courts, are the primary information contributors to the DWI Tracking System. Information sharers include the Department of Revenue, Office of State Courts Administrator, and Department of Mental Health. The Missouri State Highway Patrol has been designated as the state agency responsible for managing and maintaining the DWITS.

Success of the DWITS depends in part upon the Highway Patrol providing on-going technical support (either through in-house experts or contracted computer consultants) for system maintenance, resolving unexpected problems, and developing/implementing enhancements. Enhancements identified and constructed with previous federal project grant funds include interfaces with the Missouri Incident Based Reporting System (MIBRS), REJIS, local law enforcement agencies' records management systems, OSCA/DOR electronic court disposition file, and Missouri Department of Revenue Alcohol Influence Report database. Success also hinges upon the Highway Patrol and/or contracted consultants training newcomers to the tracking system (representatives from law enforcement agencies, prosecuting attorneys' offices, and courts). Finally, various in-house quality control measures are vital to the DWITS. For instance, the Traffic Division is tasked with identifying records encoded into the DWITS that appear erroneous and taking steps to validate the records.

GOALS AND OBJECTIVES:

Goal:

The Missouri State Highway Patrol will maintain the DWI Tracking System. This will include training users and enhancing the system where possible.

Objective:

The information entered through law enforcement and court systems will provide real time data on persons charged with DWI as well as disposition of cases through adjudication.

RESULTS:

Contracted consultants held DWITS training sessions at Jefferson City, Lee's Summit, Poplar Bluff, Springfield, and St. Louis. There were 188 individuals from Missouri criminal justice

agencies that registered for this training. I completed DWITS presentations in May at the police clerk conference, court clerk conference, and impaired driving conference as well as the Missouri Office of Prosecution Services (MOPS) Conference in June. Consultants accompanied me at the court clerk presentation.

The Traffic Division disseminated 83 tutorial computer disks to requesting parties seeking information on the DWITS. A total of 211 law enforcement agencies, 71 prosecuting attorney offices, and 48 courts are registered users of the DWITS

In addition, 64 bug fixes were identified and completed.

FUNDING:

410 : \$70,579.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

PIRE

PROJECT NUMBER:

08-K8-03-04

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

The Highway Safety Division will work with the Missouri Department of Public Safety, Division of Alcohol and Tobacco Enforcement and the Pacific Institute for Research and Evaluation (PIRE) to offer regional youth alcohol training for law enforcement throughout the State of Missouri. This training will be offered in St. Louis, Kansas City, Springfield, Columbia, Sikeston and Kirksville, Missouri.

This six-hour training will focus on:

1. Costs of Underage Drinking
2. Missouri Law
3. Local Policies and Ordinances
4. Creative Enforcement Strategies that Work
5. Reducing Alcohol Sales
6. Fake Identification

PROBLEM IDENTIFICATION:

Nationally, one of the most important yet frustrating challenges facing law enforcement is that of enforcing underage drinking laws. Underage alcohol use is prevalent and occurs in every community. Jurisdictions with extensive underage alcohol problems often have a large population of youth and young adults and tend to be located near college campuses or in community with relaxed attitudes toward alcohol enforcement. In many communities it is often up to the local law enforcement agency to raise community awareness of the problem.

Young drivers are substantially over-involved in traffic crashes. Most of these crashes are both predictable and preventable and should not be accepted by society. Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or drugs.

In the State of Missouri, during the year 2006:

- Young drivers (15-20 years of age) were overrepresented in traffic crashes in proportion to the

number of licensed drivers. Young drivers (15-20 years of age) accounted for only 10.8 percent of the licensed drivers; however, young drivers were involved in 28.9 percent of all traffic crashes

· A total of 255 people were killed and 18,680 were injured in traffic crashes involving a young driver.

One person was killed or injured in a young driver involved traffic crash every 27.8 minutes

GOALS AND OBJECTIVES:

GOAL:

To reduce the number and severity of traffic crashes involving young drinking drivers by increasing awareness of law enforcement targeting those at greatest risk.

OBJECTIVE:

To conduct six regional law enforcement trainings to educate law enforcement officers on the dangers of underage drinking.

Regional training will be provided in St. Louis, Kansas City, Springfield, Columbia, Sikeston and Kirksville, Missouri.

RESULTS:

There were three regional law enforcement trainings offered to law enforcement officers in Columbia, St. Louis and Kansas City. Nearly 200 officers from state and local departments were trained in: Costs of Underage Drinking; Missouri Law; Local Policies and Ordinances; Creative Enforcement Strategies that Work; Reducing Alcohol Sales; and Fake Identification.

FUNDING:

410 : \$38,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Training

PROJECT NUMBER:

08-PT-02-140

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

N/A

AGENCY NAME:

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:

This grant will provide quality police training to law enforcement personnel from the State of Missouri in areas directly affecting safety upon the state's highways; provide quality training to the instructors at the Law Enforcement Academy in order for them to effectively train law enforcement personnel from around the state; supply students with educational equipment and supplies to assist them in learning the techniques covered in class; and make training related to highway safety issues available to small departments with limited training budgets who have encountered traffic safety problems in their community.

When budgets are cut, it is often training that gets cut first. Many departments, large and small, are better able to train their people in specialized areas (those areas where only a select few within the department receive formal training) when the cost is not prohibitive. By receiving assistance in Tuition Support from the Division of Highway Safety, the Academy is able to offer these specialized courses at a reduced rate without losing the quality that the Academy demands and the MoDOT Highway Safety Division expects. The MoDOT Highway Safety Division will pay approximately 62% of the total cost of the schools listed in this grant request. Missouri departments whose officers attend highway safety related classes will be required to pay the difference between the total cost of the training and the cost to the MoDOT Highway Safety Division. This will amount to approximately 38% of the total cost of the school.

"Train-the-trainers" courses are even more expensive. In order for Patrol instructors to be the most competent they can be and to be the best the Patrol can offer, they must be taught by the best. Currently, the Academy uses the Institute of Police Technology and Management at the University of North Florida in Jacksonville; Northwestern University -- Center for Public Safety in Evanston, Illinois; Texas A & M University; and other institutions to provide training for Academy instructors. Staff members are also trained by attending seminars and conferences such as State Police and Provincial Academy Directors (SPPADS), International Association of Chiefs of Police (IACP), Combined Accident Reduction Enforcement (CARE), etc. Some areas, such as EVOC, require even more specialty training. In order to remain proficient in the areas taught, the Academy is asking for training in areas affecting highway safety issues. This would include seminars and conferences where highway safety issues are taught and discussed.

The educational equipment/supplies and instructional material will be used in class projects and

practical exercises. These items include crash investigation templates, French curve sets, compasses, 360 degree protractors, and mechanical pencils which will be used in the crash investigation courses. These supplies and materials will aid the student in applying the techniques learned during the lecture portion of the courses. In most cases, the student will be allowed to keep these materials after the class is completed. Additional equipment will also be purchased in order to ensure the safety of the students taking the EVOC courses, including five-point harnesses and adequate tires and wheels, which require replacement on a cyclical basis.

PROBLEM IDENTIFICATION:

For many years, the Missouri State Highway Patrol's Training Division (Law Enforcement Academy) has had a very productive and mutually rewarding relationship with the MoDOT Highway Safety Division. Peace officers from small and large departments (to include all of the major police agencies within Missouri) have benefited by attending specialized schools at the Academy. Without the assistance of the MoDOT Highway Safety Division, it would have been financially restrictive for many departments to have their officers trained in vital areas that directly affect the safety of our motoring public.

The Missouri State Highway Patrol Academy has been involved in training peace officers in a wide variety of traffic safety courses including Basic Crash Investigation, Advanced Crash Investigation, Crash Reconstruction, Crash Reconstruction Retraining, Motorcycle/Pedestrian Crash Investigation, Commercial Vehicle Crash Investigation, Radar Instructor, DWI Detection, Blood Alcohol Content (BAC) Type II and Type III, Standardized Field Sobriety Testing (SFST), SFST Instructor, Emergency Vehicle Operations Course (EVOC), and EVOC Instructor. Beyond these schools, which have so greatly impacted many of Missouri's police agencies, the Academy has been able to properly train its instructors through the use of limited Highway Safety funds. The funds have ensured the quality of training received by the agencies of our state is up-to-date and credible.

In order to effectively enforce the traffic laws of the state, Missouri's peace officers must have access to state-of-the-art, credible training in specialized courses. This type of training is expensive and also time consuming. Some traffic safety issues, however, are one-time situations that can be addressed with very limited training, passage of new laws, procedural changes, etc.

GOALS AND OBJECTIVES:

The goal of this project is to provide technical and advanced level training to law enforcement personnel across the state.

RESULTS:

The Training Division of the Missouri State Highway Patrol had a successful year. The Academy conducted ten different traffic-related schools with the assistance of Highway Safety funds. A total of 323 students attended training and P.O.S.T. continuing education hours were awarded in all of the courses presented.

The following courses were held during the 2007-2008 fiscal year. The course and actual number of students attending each class is listed: Basic Crash Investigation, 60; Advanced Crash Investigation, 18; Crash Reconstruction, 23; Crash Reconstruction Retraining, 9; Radar/Laser Instructor, 17; BAC Type III/SFST, 69; Emergency Vehicle Operation, 84; Emergency Vehicle Operation Instructor, 12; SFST Instructor, 12; and Energy Methods Crash Reconstruction, 19.

FUNDING:

402 : \$141,626.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Click It or Ticket Enforcement

PROJECT NUMBER:

08-PT-02-124

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

This mobilization program, as defined in the Missouri Blueprint, is designed as a positive countermeasure for occupant protection by encouraging greater public use of safety belts. This STEP will target one specific enforcement period in late May to early June 2008, to improve compliance with Missouri's occupant protection laws, thereby increasing the statewide seat belt usage rate and reducing serious injuries and fatalities associated with failure to use occupant protection devices.

PROBLEM IDENTIFICATION:

Safety belt usage in Missouri is a priority established in the Missouri Blueprint. Nationally, the goal set for safety belt use is 85%. In Missouri, however, observation studies document a current usage rate of 75.14%. While still less than the national goal, this is an increase in safety belt usage from a low of 60.82% in 1999.

Beginning in 2000, Missouri used a Selective Traffic Enforcement Program (STEP) by local and state law enforcement agencies in hopes of gaining additional seat belt compliance by the motoring public. In the year 2000, safety belt usage increased from 60.82% to 67.72%, an increase of almost 7%. Continuing the enforcement into 2001, an additional increase from 67.72% to 67.91% was realized. In 2002, additional local agencies were added to the STEP enforcement group, as well as coordinated media efforts, resulting in an increased usage rate to 72.9%, and 75.9% in 2004. In 2005 the STEP program increased the number of agencies from 100 to 135 resulting in an additional increase in safety belt usage of 1.53%, establishing a rate of 77.41%, an increase for the fifth consecutive year. However, in 2006, using the same enforcement plan but with less total agency participation, the usage rate decreased to 75.14%.

In Missouri, enforcement has been shown to be one of the most effective methods to positively impact safety belt usage rates. Effects seem to be slightly greater when combined with high levels of media coverage which serve as a reminder to the public of the need to buckle up or get stopped/ticketed. Missouri continues to fall short of the National goal of 85% usage, due in part to the fact that it remains a secondary enforcement state. Data has long since proven that belted drivers are far less likely to receive serious injuries and/or die in a traffic crash. This fact is substantiated by Missouri's crash data (2002) which showed that 67.4% of the occupants who died were not wearing safety belts. Obviously, safety belt usage is critical to the safety of drivers and

passengers, which is why STEP enforcement is so important to the efforts made to increase safety belt usage in Missouri.

GOALS AND OBJECTIVES:

Objectives and Accomplishments were as follows:

Objective: Contract with up to 150 law enforcement agencies to provide enforcement efforts on targeted roadways. Partner with the Law Enforcement Subcommittee of the Missouri Coalition for Roadway Safety to identify as many law enforcement agencies as possible (within the primary 20 counties and connecting roadways that feed into those counties where safety belt studies are conducted - 80% of the State's population) and offer those agencies an Occupant Protection S.T.E.P. contract.

Result: The following data are the results of the 3rd Quarter enforcement efforts:

Moving Violations

DWI Arrests: 143

Following To Close: 237

Stop Sign Violations: 1097

Signal Light Violations: 407

Failure to Yield: 130

C/I Driving: 174

Speed Violations: 7270

Other HMV: 1728

Total HMV: 11,181

Number of Traffic Stops: 17,385

Non-Moving Violations

Seat Belt Violations: 4253

Child Restraint Violations: 119

Other Non-HMV: 3854

Total Violations: 19,045

Felony Arrests: 57

Drug Arrests: 82

Stolen Vehicles: 1

Fugitives Apprehended: 204

Suspended/Revoked: 495

Uninsured Motorists: 1318

Total # of Officers = 896.00

Total Man-hours = 9,518.80

Total Overtime Hours = \$7,242.55

Total Grant \$ = \$343,000.00

Total \$ Spent = \$204,137.31

Objective: Provide roadway data corresponding with recently conducted statewide safety belt surveys to help guide the S.T.E.P. grantees to the low seatbelt usage areas of their city or county.

Result: Completed successfully.

Objective: Establish a database of each agency's results, allowing for reporting of statewide data. Collect and analyze enforcement data to report statewide enforcement numbers for the W.A.V.E. (including electronic reporting through MoDOT's new data collection system).

Result: Completed successfully.

Objective: Publicize the program results in order to increase awareness. Work with the Missouri State Highway Patrol and the P.I. & E. Subcommittee of the Missouri Coalition for Roadway Safety to provide information to the media and public on these efforts as an additional deterrent for non-compliance.

Result: Completed successfully.

RESULTS:

Results are incorporated into Goals and Objectives section

FUNDING:

402 : \$250,020.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Incentive

PROJECT NUMBER:

08-PT-02-201

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Teen Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

These funds were used to support law enforcement agencies who participated in selected traffic enforcement periods targeted at reducing crashes involving teen drivers. This project allowed these agencies that participated selected incentive items.

PROBLEM IDENTIFICATION:

A young driver's inexperience combined with extreme risk taking behavior can have tragic consequences. Young drivers are substantially over-involved in traffic crashes. Most of these crashes are both predictable and preventable and should not be accepted by society. Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or drugs.

GOALS AND OBJECTIVES:

The goal of the incentive program was to increase law enforcement participation in targeted campaigns by giving them traffic safety tools.

RESULTS:

During the "Never Made It" campaign, which ran in October of 2007, a total of 74 law enforcement agencies increased their enforcement activities and targeted younger drivers. These 74 agencies received two window tint meters for participating in this campaign.

FUNDING:

402 : \$30,000.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

MoDOT Conference

PROJECT NUMBER:

08-PT-02-08

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

A traffic conference was held in the spring of 2008. The program provided a forum for the discussion of highway safety engineering topics and included speakers from both the public and private sectors. The conference was spread over three days and included over 100 participants.

PROBLEM IDENTIFICATION:

On the local government level there exists a lack of trained personnel in traffic engineering. Often the task of evaluating or recognizing traffic problem areas lies with personnel whose primary responsibilities are directed elsewhere. Their training and qualifications are not always related to traffic or safety engineering. This, therefore, becomes a support problem in that trained personnel are needed who are aware of the traveling and pedestrian public.

GOALS AND OBJECTIVES:

The goal of this program is to provide a training and networking opportunity for local engineers who typically lack the time and resources to obtain training in traffic engineering.

RESULTS:

The Traffic and Safety Conference was held April 30 - May 2, 2008 at the Holiday Inn Select in Columbia, Missouri. Included in attendance were people from national, state, and local agencies. They comprised mostly of engineers though there were some traffic safety professionals as well.

FUNDING:

402 : \$30,000.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

SAC grant application

PROJECT NUMBER:

08-PT-02-139

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:

The scope of this project is to provide necessary research, data analysis, statistical programming, and technical resources to support the information services requirements of HSD as well as other Missouri state and local traffic safety authorities.

PROBLEM IDENTIFICATION:

The Missouri Department of Transportation, Highway Safety Division (HSD) is tasked with coordinating Missouri's traffic safety program. A significant responsibility of HSD is to conduct a statewide problem analysis that identifies traffic program deficiencies and contributing factors to the frequency and severity of Missouri's traffic crash experience. The Highway Safety Division, working with other traffic safety authorities, can develop new or improve existing countermeasure policies and programs to reduce crashes resulting from these identified deficiencies and factors.

The Statistical Analysis Center (SAC), an integral part of the Missouri State Highway Patrol, Information Systems Division, operates as an analytical and statistical resource center for the executive branches of government at both State and local levels. The SAC not only provides traffic safety information and research services but is also tasked with technical support to the Statewide Traffic Accident Reporting System (STARS) and provides similar types of services in the area of criminal justice and technical support to associated systems such as the Uniform Crime Reporting (UCR) System, the Missouri Incident Based Reporting System (MIBRS), and the Traffic Arrest / DWI Tracking System (TAS/DWITS). The fiscal and personnel resource demands on the SAC are extremely heavy. With adequate maintenance funding, SAC can provide DHS with information and research support services.

GOALS AND OBJECTIVES:

SAC will work with HSD to complete the following specific work tasks.

1. SAC will develop and publish the 2007 Traffic Safety Compendium specifically designed to identify the scope, magnitude, and severity of traffic crash problems in Missouri. This report will be provided in two formats, a hard copy will be available for mailing upon request while an electronic copy will be available online. Special research studies will be conducted to identify specific types of traffic safety problems and evaluate policies and programs being considered for adoption in the HSD annual plan.

2. Highway Safety Program Implementation and Evaluation: SAC will provide analytical and information services to HSD to support implementation of countermeasure programs contained in the Highway Safety Plan or as specified by the agency. Ad hoc research and information services will be provided to HSD in support of its role to promote traffic safety in Missouri. Special analyses will be conducted to identify and select applicants wishing to participate in these programs, especially Police Traffic Services (PTS) reports. It should be noted that the SAC is currently developing these reports in an online application and is anticipating it will be available for fiscal year 2009. To ensure grant applicants can fully use online PTS reports, SAC will provide training to HSD and law enforcement agencies as needed.

3. State and Local Information and Research Service Support: The SAC will provide research and analytical information services to state and local traffic authorities. SAC will publish the following annual standard publications for general dissemination to Missouri traffic safety authorities: 2007 Missouri Holiday Crashes Report; 2007 Missouri Emergency Service Vehicle Crashes Report; and 2007 Missouri Deer Crash Report.

4. Highway Engineering Accident Location Analysis Support: Operational support for the Highway Engineering Location Analysis Program will be provided utilizing the Statewide Traffic Accident Records System (STARS) databases to provide resources for traffic crash experience at specific locations within a city or county. SAC is currently developing an online report application that, when deployed later this year, will provide electronic TRACE reports. Initially these reports will only be offered to the MSHP Traffic Records Division. SAC will ensure staff within the MSHP Traffic Records Division are fully trained on the online application. If the application is provided to law enforcement at a later date, SAC will ensure agencies are sufficiently trained to utilize the application.

STARS / TMS and Other System / Interface Maintenance: SAC will provide operational support for the STARS and its integration with MoDOT's Traffic Management System (TMS) as well as support to the Traffic Arrest / DWI Tracking System (TAS/DWITS). SAC will assist in making corrections and/or enhancements to these systems and databases in order to improve the completeness and accuracy of the information. SAC will conduct extensive quality control analyses of data in these systems to ensure accuracy and integrity by identifying data deficiencies and problems. SAC will provide staff assistance to the Missouri Traffic Records Committee, initiated to act as an advisory body to the Missouri State Highway Patrol for upgrading and maintaining STARS. SAC also will provide staff assistance to the STARS / TMS Advisory Committee, tasked with monitoring integration of these systems. Members of SAC will attend the annual National Traffic Records Forum to keep abreast of new technologies and studies related to traffic safety. SAC staff will also attend SAS Users Group regional and national conferences to increase their knowledge and expertise in SAS programming language, the standard software used in SAC's statistical analysis programs.

RESULTS:

The following summarizes significant achievements associated with the 2008 grant.

- a. Provided county and city rank-order listings and contributing circumstances to HSD for grant application meetings.
- b. The publication 2007 Traffic Safety Compendium was produced and posted to the Statistical Analysis Center (SAC) Website.

c. Police Traffic Service (PTS) analyses were completed for fifty police departments and sheriff's offices to support HSD grant applications.

d. Over 120 TRACE were requested and completed. Nineteen crash statistical analyses were requested and completed. Fifteen crash data listings were requested and completed. Forty-six crash data files were requested and provided. Three publications were produced and posted to the SAC Website: 2007 Missouri Holiday Crash Report; 2007 Emergency Service Vehicle Crashes Report; and 2007 Missouri Deer Crash Report.

e. SAC assisted the Traffic Division with design, development, testing, and implementation of an application that tracks law enforcement crash report errors at the STARS / TMS point of entry. SAC initiated a project to rewrite several Webfocus reports for law enforcement agencies. SAC staff was developed and is currently testing an online MSHP crash mapping system.

f. SAC staff attended Traffic Records Coordinating Committee meetings, Blueprint meetings, the Mid-America GIS Consortium in Kansas City, and the 2008 ESRI Law Enforcement Mapping Seminar.

FUNDING:

402 : \$11,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

STARS grant

PROJECT NUMBER:

08-PT-02-138

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

N/A

AGENCY NAME:

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:

1. Continue administering the STARS program and timely collection and dissemination of traffic crash data by maintaining the current crash report processing levels.
2. Make certain law enforcement agencies are forwarding accident reports to the statewide repository for inclusion into the STARS by performing annual reviews of each agency's accident count. Also, establish a dialogue with agencies who have failed to submit reports.
3. Enhance Missouri law enforcement officers knowledge of the STARS accident classification/reporting requirements by offering at least one training seminar within approximately 100 miles (one way) of their jurisdiction. Also provide tutorial compact disks (CD's) on the STARS statistical web application.
4. Provide coroners and medical examiners, within two weeks from the date of their request, with the instruments needed to collect a specimen from traffic fatality victims for testing of alcohol and/or drugs.
5. Provide contractual technical support in order to not only maintain STARS/TMS, but also resolve any unexpected malfunctions that would negatively impact the STARS as well as implement necessary system enhancements.
6. Stay abreast of local, state, and national training seminars or information forums pertaining to traffic records issues, systems, programs, practices, etc. and if beneficial, permit Traffic Division personnel to attend.

This project will entail personnel from the Highway Patrol, Traffic Division, processing and encoding information from approximately 175,000 accident reports into the STARS database. Unless an agency has specifically declined or they have access to the newly developed STARS statistical web application noted earlier, summaries of traffic crashes will be produced and distributed to STARS contributing agencies for planning and management purposes. Agencies whose jurisdictional population is equivalent to 10,000 or more will receive a monthly summary while agencies whose jurisdictional population is 2,500 to 9,999 will receive a semi-annual summary. All STARS contributing agencies will either have web access to statistics, or receive an

annual summary of traffic crashes in their jurisdiction. Other various types of statistical ad hoc reports will be produced and distributed upon request.

The Traffic Division will combat the processing backlog of accident reports by Patrol personnel working overtime hours. Employees engaged in the overtime projects will scan and pre-code source documents, and encode information into STARS. The overtime compensation will be at a rate equivalent to time and one-half their regular salary and fringe benefits. During the past twelve to thirteen years, these projects have been instrumental in both preventing expansion of and decreasing the backlog. Should these measures prevent a processing backlog of crash reports, the Traffic Division will disseminate monthly summary reports one and one-half months after the crash report was submitted for inclusion into STARS. For instance, summaries of accident reports submitted in January would be processed in February and summary reports disseminated in mid-March.

The Traffic Division will mail a reminder to Missouri law enforcement agencies authorized by statute to investigate motor vehicle crashes that 2007 traffic accident reports must be submitted to the statewide repository by January 15, 2008. Once all submitted 2007 accident reports have been processed, division personnel will review statistics on the number of reports encoded into STARS for each agency and compare the 2007 total to the previous three-year average. Those agencies that failed to submit accident reports, or experienced a significant reduction in accident reporting, will be contacted via correspondence and/or telephone. The division will also review January - June 2007 submissions of crash reports and follow-up with agencies regarding any identified discrepancies.

The Traffic Division will invite local law enforcement personnel who investigate motor vehicle accidents and/or review accident reports to attend a STARS accident report/classification training class. Efforts will be made to schedule the sessions at each Highway Patrol troop headquarters or MoDOT district headquarters. A web-based student registration page will be posted on the Patrol's official Internet home page. Prior to each session, Traffic Division personnel will determine the number of students registered and weigh the costs for providing the session in comparison to the number of students. If a session is not cost effective and thus canceled, steps will be taken to inform registered students of training sessions at other locations (i.e., it would not be cost effective to provide training to two registered students at Troop H, St. Joseph so these students would be invited to attend training at Troop A, Lee's Summit).

The demand for supplies used by Missouri coroners and medical examiners to obtain specimens from traffic fatality victims will be met by purchasing approximately 1,175 kits consisting of a cardboard container, vial, syringe, tube, etc. These kits will be disseminated by Traffic Division FARS analysts.

In an effort to remedy any malfunctions with the STARS, or develop and implement system enhancements, the Highway Patrol, Information Systems Division and Traffic Division, will secure contractual technical support.

The Traffic Division will duplicate and disseminate, upon request, tutorial CD's of the web based STARS statistical application.

In order to stay up to date on the latest trends in traffic records technology, programs, practices, etc., a representative(s) from the Traffic Division will attend the annual International Forum on

Traffic Records and Highway Information Systems hosted by the National Safety Council as well as other seminars or meetings related to these topics.

1. The total number of accident reports encoded into STARS during the federal fiscal year 2008 compared to the total number of reports encoded during the same period for fiscal year 2007.
2. The total number of traffic accident summaries disseminated to STARS contributing agencies during the project grant period as well as the number of STARS agencies registered to use the statistics application and number of tutorial CD's disseminated.
3. A list of Missouri law enforcement agencies whose jurisdictional population is equivalent to 1,000 or more citizens and who are authorized to investigate motor vehicle accidents, but did not submit accident reports to the statewide repository.
4. The number of STARS accident classification/reporting seminars presented, the location of the seminars, and the number of agencies attending.
5. The status of the accident report processing backlog and the impact of overtime on the backlog.
6. The quantity of coroner/medical examiner kits purchased and disseminated.
7. A summary of system malfunctions and enhancements, and the costs for any contracted technical support to fix the malfunctions or build and implement the enhancements.
8. A summary of any Missouri Traffic Records Committee meetings and traffic record forums attended by Traffic Division personnel.
9. Any other developments or noteworthy events pertaining to the STARS program.

PROBLEM IDENTIFICATION:

The Missouri State Highway Patrol has served as the statewide repository of traffic accident records for the past thirty-three years. Personnel from the Highway Patrol, Traffic Division, either encode information to the STARS database from paper crash reports or update electronic crash data submitted from Highway Patrol members prior to upload into the STARS. In an effort to support various traffic safety functions, summaries of traffic crash activities are produced from STARS and distributed to various agencies either monthly, semi-annually, or annually depending on the agency's jurisdictional population. Copies of the STARS database and various ad hoc statistical reports are also produced for a host of local, state, and federal government agencies as well as private entities.

The Highway Patrol, Statistical Analysis Center, in conjunction with the University of Missouri-St. Louis, developed a Computer Manpower Allocation Plan for the Traffic Division in 1999. The plan identified the need for two additional full-time employees (FTEs) in order to process projected increases in work load levels as well as eliminate the need for overtime to process accident reports. Budget decision items for two FTEs have been submitted numerous times since the completion of the study, but none have been approved. Additionally, on January 1, 2002, a newly revised Missouri Uniform Accident Report was implemented. Not only did the format of the report change, several new data elements were added, some of which were federally

mandated. These factors have contributed to the average one-month accident report processing backlog. Resources such as overtime, coupled with temporary employees who are paid from the Patrol's highway fund appropriation, have prevented the expansion of the processing backlog, and will be needed to maintain current document processing levels.

Uniformity in recording and reporting traffic accident data is vital to a successful STARS program. This is accomplished in part by law enforcement agencies throughout the state authorized to investigate motor vehicle crashes utilizing the Missouri Uniform Accident Report and related documents. Other measures aimed at enhancing uniformity and consistency include ongoing training of Missouri law enforcement personnel on motor vehicle accident classification and reporting.

Implementation of the new accident report also required re-engineering of STARS. In January 2002, STARS was integrated with the Missouri Department of Transportation, Transportation Management System (TMS). The merger allowed STARS to utilize state-of-the-art technology (COOL:Gen) while at the same time avoid the duplication of crash data systems and save Missouri taxpayers money. A Memorandum of Understanding (MOU) between the Highway Patrol and Missouri Department of Transportation (MoDOT) clearly stipulates that MoDOT will be responsible for costs associated with TMS and the Highway Patrol responsible for STARS costs. Due to the lack of Highway Patrol technical personnel familiar with the re-engineered STARS, contractual technical support will be needed for system maintenance, especially as unexpected problems arise and enhancements are necessary. Looking to the future, the Highway Patrol has fully implemented a computer application to facilitate electronic submission of data from crash reports completed by uniformed Patrol members. An analysis is currently being conducted to determine the requirements in order to implement a similar application for local law enforcement agencies. The Patrol's Traffic Division and Information Systems Division have contracted with a computer consulting firm to develop a web-based application that will allow local law enforcement agencies to glean statistics and data from STARS on local crashes in their jurisdiction. It also will allow the Traffic Division and Information Systems Division to run TRACE reports and SAS jobs via WebFOCUS. At the present time, MSHP is in the development and testing phase of the statistical report application for local agencies with implementation expected in FY-07. Once the application is placed into production, users will require ongoing instruction.

The Fatality Analysis Reporting System (FARS) is responsible for gleaning and processing specific data on the nation's fatal traffic crashes. This data is submitted for analysis to the National Highway Traffic Safety Administration (NHTSA) in Washington, D.C. Since a considerable amount of FARS information is obtained from traffic accident reports, Missouri's FARS analysts are housed within the Traffic Division. One of the data elements collected by FARS that is of significant importance is blood alcohol content (BAC) level of persons involved in fatal crashes. To enhance BAC reporting, the Traffic Division supplies Missouri coroners and medical examiners with the necessary instruments (vials, syringes, needles, etc.) to collect specimens from traffic fatality victims for alcohol or drug testing. The results from these tests are then forwarded to the Patrol and encoded into the FARS.

Current state budget constraints have greatly limited business travel. However, it is vital that representatives from the Traffic Division attend various traffic record forums or seminars in an effort to stay abreast of the ever-changing technology, practices, and standards used in today's traffic record systems.

GOALS AND OBJECTIVES:

Goal #1:

The Missouri State Highway Patrol will maintain the Statewide Traffic Accident Reporting System (STARS), which is the State's repository for all traffic crashes. This will include entering all records into STARS and providing quality control over those records. This will also include maintaining and enhancing STARS where possible.

Objective:

The STARS records provide opportunity to analyze traffic data in order to focus traffic safety initiatives.

Goal #2:

Provide coroner kits to collect specimens.

Objective:

Providing the coroner kits increases the chance that medical examiners will collect and provide specimens.

RESULTS:

Due to backlog, statistics noted in items "a" and "c" represent reports encoded into the Statewide Traffic Accident Records System (STARS) Information System.

- a. The total number of motor vehicle accident reports encoded into STARS was 144,195 compared to 151,627 reports encoded for the period October 1, 2006, through August 31, 2007.
- b. There were 1,244 location specific, monthly, semi-annual, and annual traffic accident summaries distributed to police agencies, sheriff's departments and some public work agencies.
- c. Sixteen police agencies serving a community population of 1,000 or more did not submit accident reports for inclusion into STARS.
- d. A total of seven STARS Accident Report / Classification Training sessions were presented to representatives from 86 police agencies.
- e. Patrol personnel worked 2,079 overtime hours processing 48,599 accident reports.
- f. A total of 500 coroner kits were purchased for coroners and medical examiners to collect specimens from traffic fatality victims.
- g. The sum of \$79,299 was expended on contracted technical support for the STARS.
- h. Personnel attended the 34th International Traffic Records Forum in Orlando, FL.
- i. The latest publication of Missouri Traffic Safety Compendium and Missouri Traffic Crashes has been distributed.

FUNDING:

402 : \$146,476.01

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Educational Projects

PROJECT NUMBER:

08-PT-02-133

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

MO Div. of Fire Safety

AGENCY CONTACT:

Mr. Randy Cole, Director

PROJECT DESCRIPTION:

The Missouri Division of Fire Safety will offer the following courses to firefighters and emergency responders around the state:

Emergency Vehicle Safety - This course includes an interactive lecture discussion utilizing a printed text and videotape. Topics covered in this course include: following distance and rate of closure, civilian drivers yield the right of way, intersection crossing procedures, red lights and use of sirens, and misuse and operator awareness.

Traffic Control for the First Responder - In today's legally accountable society, simply shutting the roadway down has become an unacceptable practice. This course is designed to provide all emergency responses with a basic knowledge of response and traffic control techniques, so that they may effectively manage the safety of all on-scene personnel and the motoring public. Topics include understanding legal aspects of traffic control by emergency responders, apparatus response and positioning and proper scene and traffic control techniques. Using video and photo presentations, case studies and practical exercises, the student will develop the necessary skills to safely and effectively control traffic movement through an emergency incident while limiting exposure to the emergency responder.

Vehicle Rescue Technician - Today vehicle extrication is as much a part of the fire service as firefighting. This class deals with tools and techniques required to remove an entrapped victim from a vehicle accident. Emphasis is on proper use of powered and manual rescue tools and air bags, coordination with EMS personnel, vehicle designs, IMS, and safety considerations. Participants will apply these techniques in practical applications. This course meets Chapter 8 of NFPA 1006, Vehicle and Machinery Rescue Technician, 2003 edition. This course will meet the vehicle extrication requirements for Firefighter I certification through the Division of Fire Safety.

PROBLEM IDENTIFICATION:

The Division of Fire Safety continues to provide critical training for firefighters and emergency responders around the state. At the same time there continues to be an increase in the number of highway related incidents to which fire and emergency responders are dispatched. In 2006, there were over 31,500 requests for fire and rescue assistance on the highways of Missouri. This averages 87 responses per day. The numbers and types of incidents are based on Missouri

statistics submitted to the National Fire Incident Reporting System. These numbers are conservative due to only 74% of the departments in Missouri reporting; however, they demonstrate the need for training funds for these departments.

Numbers based on a reporting period of 01/01/2006 through 12/31/2006

- Motor Vehicle Accidents with injuries - 13,423
- Motor Vehicle Accidents with no injuries - 7,722
- Motor Vehicle Accidents involving pedestrians - 723
- Extrication / Rescues - 1,481
- Passenger Vehicle Fires - 3,117
- Motor Home / RV Fires - 521
- Road Freight / Transport Fires - 256
- Gas or Chemical Spills - 879
- Accident Clean-up - 1,920
- Vehicle Lock-outs - 1,793
- Rail Vehicle Fire - 15

When fire and rescue personnel respond to motor vehicle accidents with injuries they are working to treat injuries and rescue or extricate trapped individuals from the wreckage. While doing so, the rescuers are working against the clock. With any multi-systems-trauma the individuals face what is referred to as the "Golden Hour". To survive the trauma these victims must arrive at a trauma center and be surgically treated within an hour from when the accident occurred. The amount of time spent on the scene for rescue directly effects the outcome for the victims. Proper training and equipment for the rescuers provide for better treatment and survival of these victims.

Firefighters also respond to vehicle and equipment fires along the highways. By responding to these calls the fire departments extinguish the fires which eliminates the many hazards to the roadways and passing vehicles. Fire departments are also called upon to unlock vehicles when there are life safety issues for the occupants. Any human or animal locked in a vehicle during inclement weather is in danger of serious medical problems.

Even with the Driver Safety training and prevention programs in place the number of motor vehicle emergencies steadily increases. In order for Missouri fire departments and emergency responders to be prepared for the incidents, it is important to have training available. Responders must stay up-to-date on technology and techniques which directly effect the safety and survival of victims.

GOALS AND OBJECTIVES:

GOAL:

The goal of this project is to provide continuing education to firefighters and emergency responders around the state in order to improve safety of the responders and survival outcome for victims involved in traffic crashes.

RESULTS:

Cumulatively, 27 courses were conducted with 489 students trained with these contracted dollars. The Division of Fire Safety contracts all training under this grant with the University of Missouri, Fire and Rescue Training Institute. Each course is designed to meet all current National Fire Protection Association standards and is instructed by nationally certified personnel.

Vehicle Rescue Technician Courses - A total of 9 courses were presented in Meta, Brookline,

Willow Springs, Polk County, Gainesville, Skyline, Pleasant Valley, St. Robert and Lexington. Combined, these courses trained 160 students. Today vehicle extrication is as much a part of the fire service as firefighting.

Traffic Control Safety for Emergency Responders - A total of 9 courses were presented: Ellington, Northern Reynolds County, Van Buren, Pontiac-Price, Caney Mount, Goodhope, Theodosia, Cape County, and Quad County. Combined, these courses trained 173 students.

Emergency Vehicle Safety - A total of 9 courses were presented in: Fruitland, Mountain Grove, Cabool, Licking, Hartville, Doniphan, Houston, and two classes in West Plains. Combined these courses trained 156 students.

FUNDING:

402 : \$34,155.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

LE Training - Crash Investigation

PROJECT NUMBER:

08-PT-02-127

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Local Law Enforcement Officers

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center will offer one Crash Investigation Series during this fiscal year. The courses in this six-part series are designed specifically for the preparation of Missouri law enforcement officers to fully investigate traffic crashes. This investigative training includes documentation of crashes and the presentation of factual data to the court system for proper legal action, as well as the reports submitted to the state for further action in engineering, education and enforcement. The series consists of a six-part crash training program, one Reconstruction Preparation course and one Reconstruction Course. This training picks up where the academy training leaves off and is designed to systematically guide attending officers through the process of an on-scene investigation through advanced data gathering to produce a complete crash data report upon completion of the process. The results of officers completing the series will be more complete reports, proper collection of data and preservation of evidence. This produces well documented reports that are transmitted to the state, allowing for data to be gathered and analyzed to determine actions needed beyond the actual investigation. The actions resulting from the data collection may include roadway design changes, signage, public education, or reallocation of enforcement manpower to problematic areas.

In addition, a new course will be offered and is designed specifically for the front-line officer who typically first at a crash scene. Those officers do not have the extensive crash investigative training but should be equipped with the foundational aspects of identifying and preserving critical crash scene evidence, collecting and measuring for scaled drawings and understanding how to safely manage a crash scene. This 32-hour On-Scene Crash Investigation course will make front-line officers safer, more knowledgeable and a greater asset to the primary crash scene investigating officer.

PROBLEM IDENTIFICATION:

In the three year period 2004-2006, a total of 3,483 people died on Missouri's roadways while another 25,631 suffered disabling injuries. While we recognize that many crashes result simply in property damage, only fatal and disabling injury crashes have been targeted because they are more costly in human suffering, social and economic terms.

In the State of Missouri a critical need continues to exist for law enforcement traffic officers to be properly trained in traffic crash scene investigation. This is a foundational program need, as

identified in the "Blueprint for Safer Roadways" and is the basis for not only proper documentation of crashes that occur on Missouri roadways but is also the basis for data collection into the data systems of the state. With full and proper investigation/documentation of crashes on Missouri roadways, the data analysis is more complete and the actions of education, engineering and enforcement will be more effective. In Missouri, many academies lack time in their curriculum to provide attending officers with adequate crash investigation training.

Documentation of modern day crashes requires highly specialized training, including computer collected evidence as contained in the event data recorders, as well as, highly specialized knowledge in the new crash detection systems being placed in many new vehicles. By providing specialized training, the state invests in the discovery of true and factual causes of crashes and builds more effective countermeasure programs to address engineering, education and enforcement issues at the local, county, and state levels. This program has shown its value in the expertise created with trained officers and engineers in the areas of crash investigation and crash reconstruction.

GOALS AND OBJECTIVES:

Goal:

To provide crash investigation training that will enhance the level of knowledge and skill among law enforcement officers that work traffic crashes in the state.

Objectives:

1. Conduct one complete Crash Investigation Series to allow for advanced training of 25 law enforcement personnel assigned to work traffic enforcement.
2. Provide a Reconstruction Preparation course for 25 officers requiring a refresher prior to acceptance into Crash Reconstruction.
2. Advance the 30 most qualified officers completing the Series to the Crash Reconstruction Program.
3. Conduct the On-Scene Crash Investigation course in three locations around the state training up to 45 front-line officers.

RESULTS:

A Crash Reconstruction Preparation course was offered as a refresher prior to officers beginning the Crash Investigation Series. Seven participants completed the preparation training held on September 4-5 in Kansas City.

One complete Crash Investigation Series was offered and includes Crash Investigation 1 through 6. The training was offered in Kansas City with 94 participants completing the training series.

Fourteen of the most qualified officers completing the Crash Investigation Series went on to attend the Crash Reconstruction Program offered on September 15-26 in Kansas City. All 14 participants completed the training.

On-Scene Crash Investigation courses were offered in three locations around the state with 43 officers completing the training that was held in Boone County, St. Joseph and St. Louis, Missouri.

FUNDING:

402 : \$86,805.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Safe Communities

PROJECT NUMBER:

08-SA-09-04

PROGRAM AREA:

Safe Communities

JURISDICTION SIZE:

151,000

TYPE OF JURISDICTION:

Urban

TARGETED POPULATION:

General

AGENCY NAME:

Traffic Safety Alliance

AGENCY CONTACT:

Ms. Lori Minor

PROJECT DESCRIPTION:

- 1) Traffic crash assessment -- The Safe Community Program will evaluate the type, severity and frequency of traffic crashes in the Springfield area using state and local traffic crash data.
- 2) Partnership development -- Recruit local partners with a vested interest in reducing traffic crashes and encourage them to participate in the Safe Communities Program.
- 3) Resource support -- Invest community resources by fostering ownership and building a foundation to support extensive on-going injury prevention programs.
- 4) Localized coordinated effort -- The Director of the Springfield Safe Communities Program is responsible for daily operations.
- 5) Safety Programs -- Conduct occupant protection, drinking/driving, bicycle safety, child safety, motorcycle safety, older drivers and other traffic safety programs as needed and/or requested.

PROBLEM IDENTIFICATION:

The City of Springfield lies in the southwestern part of the state of Missouri, about 50 miles north of the Arkansas border. The city is home to six large colleges & universities: Missouri State University, Ozarks Technical Community College, Baptist Bible College, Central Bible College, Drury and Evangel University. Springfield is served by Interstate 44 which leads to St. Louis. Other major highways serving the city include U.S. Routes 60, 65, and 160, and Missouri State Highway 13. The county seat of Greene County, Springfield is situated just 45 miles north of the major tourist and entertainment destination of Branson. Springfield serves as the foremost center for shopping, employment, entertainment, and health care for many people who live in Greene and the neighboring counties.

Traffic safety is a multifaceted community-wide problem that requires comprehensive programmatic solutions. The involvement and commitment of agencies with a vested interest in traffic safety is key to developing countermeasures that effectively address Springfield's traffic problems.

The City of Springfield consistently ranks in the top ten percentile of fatal and personal injury traffic crashes. A statewide analysis compiled for 2004-2006 indicated that Springfield ranked 3rd out of all of Missouri cities for fatal and 4th for major disabling injury crashes. Springfield ranked 1st in crashes involving drunk driving under the age of 21, 2nd in alcohol-related crashes over the age of 21, and 3rd for speed-involved crashes. In 2006, Springfield had a total of 7613 crashes

resulting in 22 fatalities and 2028 personal injuries. Of those crashes, 338 involved alcohol.

GOALS AND OBJECTIVES:

GOAL: The goal of the Safe Communities Program, Traffic Safety Alliance of the Ozarks (TSA) is to develop, initiate and maintain various approaches that heighten awareness of traffic safety problems in order to modify driver and pedestrian behavior in the City of Springfield and the surrounding counties, ultimately reducing deaths and injuries resulting from traffic crashes.

Objectives:

1. Conduct a minimum of 15 drinking and driving related programs
2. Conduct a minimum of 15 seat belt programs
3. Conduct a minimum of 5 bicycle safety programs
4. Conduct a community-wide BIKING SPREE with various partners
5. Conduct a minimum of 6 Community-wide car seat checkup events with various partners
6. Conduct at least one 32-hour child passenger safety technician or advocate training
7. Actively participate with the local Safe Kids Coalition chapter and serve as a senior CPS technician for checkup events
8. Work with the Springfield Police Department to develop and present traffic safety prevention education programs
9. Participate in MoDOT's Older Driver and Distracted Driver campaigns
10. Serve as a community resource to provide traffic safety education/awareness materials

RESULTS:

The goal and all objectives were met and, in some cases, exceeded as follows:

- Conducted 39 drinking and driving and safety belt programs, which reached 6,134 people.
- Conducted 27 bicycle and pedestrian safety-related programs that reached 3,040 children and parents; 263 helmets were fitted and provided to children and adults (exceeding the objective of conducting 5 bicycle safety programs).
- Conducted 11 community-wide bicycle rodeos in conjunction with Heart of Springfield Optimists Club, Forrest Avenue Assembly of God Church, Springfield Safe Kids Coalition, Christian County Sheriff's Department, Nixa PD, Springfield PD, Discovery Center, and local bicycle clubs. Seven (7) events were held in Greene County and one event in each of the following counties: Christian, Lawrence, Webster and Wright.
- Conducted 15 community-wide child safety seat checkup events working in conjunction with various local safety partners and conducted individual seat checks by appointment; a total of 471 child safety seats were checked for proper installation and 86 appropriate seats were provided for families in need.
- Conducted two 32-hour child passenger safety technician classes where 22 students were trained; conducted one statewide CPS Update class for 35 Technicians who received 6 CEU credits for attendance.
- The TSA Director actively participated with the local Safe Kids Coalition chapter and was elected to serve as the bicycle safety committee chair, leading the efforts for the International Walk to School Day, Walk This Way program, and all bicycle rodeos.
- TSA Director works with the Springfield Police Department to develop and present traffic safety prevention education programs and serve as a community resource to provide traffic safety education/awareness materials.
- Partnered with District 8 of MoDOT and Troop D of the Missouri State Highway Patrol to conduct motorcycle safety education courses; 225 students were enrolled in the Experienced or Beginner Riders Courses; 206 students completed and passed their course; 13 students received an "incomplete," and 6 students failed the course (an almost 92% success rate).

FUNDING:

402 : \$49,777.41

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Safe Communities

PROJECT NUMBER:

08-SA-09-02

PROGRAM AREA:

Safe Communities

JURISDICTION SIZE:

35,596

TYPE OF JURISDICTION:

Rural

TARGETED POPULATION:

General Population

AGENCY NAME:

Cape Girardeau Safe Communities

AGENCY CONTACT:

Ms. Sharee Galnore

PROJECT DESCRIPTION:

The Cape Girardeau Safe Communities (CGSC) program provides traffic safety prevention strategies to the citizens of Cape Girardeau in order to reduce death and injury from motor vehicle crashes.

The CGSC advisory committee is comprised of representatives from approximately 25 local businesses and organizations from both the public and private sector. These include: law enforcement agencies, the medical community, schools, businesses, and local coalitions. Two full-time coordinators administer the program. Subcommittees address identified programmatic concerns.

PROBLEM IDENTIFICATION:**TRAFFIC CRASHES**

Motor vehicle crashes are the leading cause of death for Missourians ages 1 through 24. These deaths are both predictable and preventable and should not be accepted by our society. Cape Girardeau ranks among the top cities in Missouri for motor vehicle crash incidents. In 2006, the City of Cape Girardeau had a total of 1900 traffic crashes-of those, one was a fatal crash and 273 were personal injury crashes. The most serious crashes were: Alcohol-Related (41) and Speeding (12).

Law enforcement efforts alone cannot bear the responsibility of reducing traffic crashes. In order to effectively reduce traffic crash injuries and deaths, ongoing educational and public awareness efforts must be maintained to enhance the enforcement activities.

OCCUPANT PROTECTION

Drivers and passengers who fail to use safety belts and/or child safety seats are of significant concern. Proper use of occupant restraint systems has the ability to mitigate the seriousness of injury in a crash. Unfortunately, a seat belt survey of this area in September 2006 found the usage rate to be 71 percent, which is lower than the statewide average of 75 percent.

Each year more children are born and older children graduate to booster seats. It is critical these children are riding in properly installed seats that are fitted to their age and size. Many of their parents purchase seats, but then need assistance with installation. The Safe Communities program annually services at least 200 parents and/or caregivers who are seeking such help. There is also an underserved segment of these parents and/or caregivers who cannot afford child safety seats without assistance.

RED LIGHT RUNNING/STOP SIGN VIOLATIONS

Drivers who fail to obey traffic signals and stop signs pose a dangerous threat to motorists traveling through intersections in the City. Education and enforcement of these traffic laws will potentially reduce this risk. In 2006, there were 190 citations issued for red light running.

YOUNG DRIVERS

Teenagers come of age and acquire their driving permit and eventually full licensure. These teens must receive adequate information on the rules of the road, Missouri's traffic and licensing laws, and the consequences of driving in an unsafe manner. The most serious traffic safety concerns affecting teens are inattention, underage drinking, and lack of safety belt use. With young drivers, this must be an ongoing educational effort that is coupled with enforcement.

YOUNG CHILDREN

Children co-mingle with traffic as they ride bicycles, walk, or ride school buses. They must be taught proper traffic safety practices because they are so vulnerable.

OLDER DRIVERS

Older drivers are defined as those aged 65 and over. The US Census Bureau has indicated that this age group is the fastest growing segment of the population, and estimates that by the year 2020, the number of older drivers will have doubled. Cape Girardeau County experienced a 5.8 percent increase in the 65+ age group from 2000-2005 compared to the overall statewide increase of 3.8 percent. As people age, certain health issues and physical changes occur that affect their driving ability. Hence, the growth in this population group has also corresponded with an increase in older driver involvement in fatal crashes. In Cape Girardeau City and County, fatal crashes involving older drivers as a percentage of all fatal crashes is higher than the state average (25 percent compared to 15.67 percent, respectively). The challenge exists to assist the aging population in their desire to be mobile and maintain their independence while still being safe drivers, not only for their own protection but for the safety of other drivers and pedestrians as well. It is imperative to plan for this growth and educate these drivers now.

COMMUNITY-WIDE EFFORTS

Many accomplishments have been made through the programs that are coordinated by the Cape Girardeau Safe Communities Program (CGSCP). Over the years, the CGSCP has served as the forerunner in initiating programs such as ThinkFirst, Young Traffic Offender Program, Safe Kids Coalition, and Mothers Against Drunk Driving. These programs are now self-sustaining which is a testament to the overall success of the program.

This community has seen much growth and the need to constantly serve the population continues to exist. The City recently annexed 786 acres to accommodate a new I-55 interchange in the northern section of the county; the City of Cape Girardeau will also be responsible for handling all additional traffic for this area.

The most effective method of reaching the general population is through a continuous bombardment of traffic safety messages and programs available at the local level. It is imperative that resources be coordinated in order to provide these much-needed educational and public awareness activities.

Within the past few years, the routine office duties (answering phone calls, handling paperwork for the Safe Communities Program, Cape Girardeau PD grants, Team Spirit Project and Child Passenger Safety Program, plus scheduling child safety seat checks, Older Driving Program events and working with the Safe Routes to School Project) have placed too great a demand on the coordinators' time. These clerical duties detract from the coordinators' ability to conduct programs. During three-fourths of the year, work with the two Team Spirit Conferences, Team Spirit Reunion (and possibly an additional Team Spirit training in the Kansas City area) make it necessary to put in many additional hours just to keep things on schedule. With the addition of the Older Driver Program and completion of the local training, the Safe Communities Program will also be scheduling CarFit Checks throughout the months of May through October which is also an extremely busy time with Team Spirit and the CPS Program. The Cape Girardeau Safe Communities program could benefit from bringing a part-time clerical support person on staff to assist the Coordinators.

GOALS AND OBJECTIVES:

OCCUPANT PROTECTION

- Goal #1: Increase the local seat belt usage rate of 71 percent to 73 percent by September 2008.
- Goal #2: Increase and maintain seat belt use by high school students within the City and surrounding area.
- Goal #3: Assure that as many children as possible are properly restrained in correctly installed child safety seats/booster seats (in 2006, over 200 seats were checked)

REDLIGHT RUNNING/STOP SIGN VIOLATIONS

- Goal #1 Educate the community of the serious consequences of red light running and stop sign violations through media awareness program and educational materials.

YOUNG DRIVERS

- Goal #1: Increase and maintain seat belt use by high school students within the City and surrounding area.
- Goal #2: Provide education/awareness programs and materials on underage drinking and driving, speeding, and other risky driving behaviors to the high school students in the surrounding area.

YOUNG CHILDREN

- Goal #1: Reach young children to formulate good traffic safety habits through local safety events and a majority of the ten local elementary schools.

OLDER DRIVERS

Goal #1: Inform older drivers (age 65 and above) that problems associated with aging and driving do, in fact, exist and educate these drivers on how they can continue to drive safely.

COMMUNITY-WIDE EFFORTS

Goal #1: Enhance Cape Girardeau Safe Communities program development

Goal #2: Increase safety belt usage rate of 71 percent to 73 percent by September 2008.

Goal #3: Decrease alcohol-related crashes by 2 percent by September 2008.

Goal #2: Increase safety belt usage rate of 71 percent to 73 percent by September 2008.

Goal #3: Decrease alcohol-related crashes by 2 percent by September 2008.

RESULTS:

Active involvement in the following Community Partnerships:

- o United Way Youth Substance Abuse Prevention Committee
- o Southeast Regional Support Center Advisory Board
- o Southeast Missouri State University Campus Coalition for Change
- o Safe Routes to School State Advisory Board Member
- o Older Driver Program Coordinator for the City of Cape Girardeau
- o Cape Girardeau Family Resource Center Executive Board
- o Missouri Child Passenger Safety State Advisory Board
- o National Child Passenger Safety Board
- o Cape Girardeau Area Safe Kids Coalition
- o Missouri Coalition for Roadway Safety (local and statewide)

Educational programs conducted (occupant protection, bicycle safety, pedestrian safety, and general traffic safety):

- o Think First Program; 9 school assemblies held reaching 1,279 students; three health fairs reaching 550
- o Buckle Bear, Vince & Larry and Fatal Vision Goggle Presentations were given to 1,850 participants.
- o Bicycle Helmets - 230 helmets were given away through Safe Communities programs and presentations.
- o Child Passenger Safety --
 - § Two CPS Courses were scheduled but were canceled due to lack of participation
 - § Primary focus was development of fitting stations throughout Southeast Missouri
 - § Assisted and maintained technician certification
 - § Disseminated educational materials
 - § Distributed child safety seats to the 25 fitting stations throughout MoDOT District 10 (78 convertible and high back booster seats and 15 backless boosters were provided to parents and caregivers, 26 additional seats were checked for proper installation; additional seats were purchased for training)
- o Occupant Protection - Two observational surveys were conducted with the following usage rate results: September 2007 = 74%; October 2008 = 78%
- o ENCARE Program: 3 Bicycle Safety presentations reaching 81 students; 5 MADD presentations reaching 100 participants; 2 "Choices Program" presentations reaching 250 students
- o Safe Kids Coalition provides child safety seats to new parents in need of assistance and assisted with CPS installation for the public through their fitting station at Southeast Missouri Hospital. The hospital has one certified CPS Instructor on staff which contributed to all OB Technicians at Southeast Hospital having completed their CPS Technician Certifications.

- o Safe Kids Distributed/Checked 193 child safety seats over a 7-county area; inspections were conducted on 148 seats.
- o 2 Bicycle Safety presentations reached 134 children
- o 254 bicycle helmets were distributed
- o 942 children were reached with School Bus Safety education
- o 1,702 people were reached through Seat Belt/Booster Safety education
- o 7 Child Safety Seat Check Up Events were conducted
- o Additional Safety Fairs - 9
- o 13 Traffic Offenders Programs reached 244 offenders
- o Safety City - The Jackson Noon Optimists conducted 2 Saturday safety trainings, including bicycle and pedestrian safety instruction, at the Safety City. Participants received a bicycle helmet and additional safety materials. Approximately 70 children were served. Additional bicycle helmets were distributed at an informational booth at the Southeast Missouri District Fair.
- o Safe Communities Coordinators participate as active members of the Southeast Missouri Blueprint for Roadway Safety Coalition, Activities include: local Plan development, Education Committee planning and implementation, CPS Certification & Check Up Events and Child Safety Seat Distribution, Battle of the Belt support. In addition, both Coordinators were recipients of the Missouri Coalition for Roadway Safety Statewide Leadership Award. The SE Coalition received an award for their efforts to reduce fatalities in MoDot District 10.
- o Older Driver Program - The Safe Communities Program serves as the coordinating agency for the Cape Girardeau Older Driver Program (a pilot project in five Missouri communities); Three Drivewell Trainings reached 75 older drivers; Two CarFit events were scheduled (one was canceled due to lack of participation; the second provided CarFit checks for 10 older drivers). One additional Occupational Therapist was trained to assist with area CarFit events.
- o Safe Routes to School - Serve on the SRTS State Advisory Board and assist in reviews and awards of all applications for local SRTS projects. Also assisting with the "Walking School Bus Program" for Alma Schrader Elementary School.
- o Alcohol - Although several sobriety checkpoints were planned, only one was conducted due to scheduling conflicts; in some instances they were replaced with saturation enforcement efforts.
- o Five MADD Victim Impact Panels were conducted with 157 offenders attending
- o Participated in the Candlelight Vigil & Law Enforcement Recognition sponsored by MADD during 3D month
- o Participated in MADD's Tie One On For Safety Red Ribbon Campaign from Thanksgiving through New Year's Day.
- o Coordinated 3 Team Spirit Conferences in Kansas City (9 teams), Cape Girardeau (7 teams), and Columbia (10 teams) resulting in 26 Action Plans addressing underage drinking, speeding, and increasing safety belt use. In addition, a Team Spirit Reunion was held in Jefferson City with over 150 students attending.
- o Participated with the Cape Girardeau PD & the Missouri Division of Alcohol and Tobacco Control in quarterly Alcohol Server Trainings for all licensed liquor establishments in the City; a total of 181 servers attend the four sessions.
- o HMTV enforcement was conducted by the Cape Girardeau PD, Jackson PD and Cape County SD primarily during the months of May through September.
- o DWI Overtime Patrols were conducted one or two nights per weekend.

FUNDING:

402 : \$108,436.15

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Team Spirit

PROJECT NUMBER:

08-SA-09-03

PROGRAM AREA:

Safe Communities

JURISDICTION SIZE:

35,596

TYPE OF JURISDICTION:

Rural

TARGETED POPULATION:

all young drivers

AGENCY NAME:

Cape Girardeau Safe Communities

AGENCY CONTACT:

Ms. Sharee Galnore

PROJECT DESCRIPTION:

Team Spirit is a carefully developed three-day training program for students and their advisors. This model is designed to develop natural leadership skills, explore knowledge, attitudes and behaviors related to substance use and impaired driving, and to promote prevention and alternative activities. The program has the potential to have a positive effect not only on the participants, but also on their schools and communities.

The teams attending the training develop an "Action Plan" to implement when returning to their school. Action Planning includes the identification of specific traffic safety related problems, goals, and objectives to address the problems, and a time and task chart which outlines how the team members will actually meet their goals and objectives by implementing selected projects.

PROBLEM IDENTIFICATION:

A young driver's inexperience combined with extreme risk-taking behavior has tragic consequences. In 2007:

- 7,543 15 to 18 year-olds were injured in Missouri traffic crashes and 88 were killed.
- Only 5.4% of Missouri's 4.2 million licensed drivers were between the ages of 15 and 18 years, but they were involved in 15.1% of all Missouri traffic crashes.
- One person between the ages of 15 and 20 was killed or injured in Missouri traffic crashes every 54 minutes.
- 4,168 15 to 18 year-old drivers were injured in Missouri traffic crashes and 47 were killed.
- 10,728 people were injured in Missouri traffic crashes involving a 15 to 18 year-old driver and 114 people were killed.
- One person was killed or injured every 48 minutes in a Missouri traffic crash involving a 15 to 18 year-old driver.
- 6,675 people were injured in vehicles with a 15- to 18-year-old driver and 89 people were killed in vehicles with a 15 to 18 year-old driver.

GOALS AND OBJECTIVES:

Goal: To reduce the number and severity of traffic crashes involving young drivers by increasing awareness of young leaders who, assisted by trained adult advisors, will implement projects and activities to address those at great risk in their schools and communities.

Objectives: Increase the participants' knowledge of traffic crashes, traffic laws, choices and consequences, how to develop an Action Plan, strategies for prevention and intervention, leadership, plus social and organizational skills.

RESULTS:

Twenty-six high school teams participated in the two 2008 Team Spirit Leadership Programs and completed action plans for their schools. The action plans will be implemented during the 2008/2009 school year. In addition, one Team Spirit Reunion was conducted to bring the trained teams together for the purpose of motivating them, sharing ideas, and learning new concepts.

The following workshops and presentations were conducted:

1. Traffic crashes and DWI law
 2. State DWI Law and Choices/Consequences
 3. Team Building
 4. Current Drug Trends
 5. It's Your Life, Get Buckled, Get Focused!
 6. Motivating the Troops
 7. True Colors
 8. The Victim Speaks
 9. Mock DWI Docudrama
 10. Action Planning
 11. PACE Car
 12. Think First
 13. Circle Up for Fun & Information
 14. Crash Dummies: Up Close and Personal
 15. Keynote Presentations
-

FUNDING:

402 : \$139,499.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Operation Lifesavers

PROJECT NUMBER:

08-PT-02-132

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Missouri Citizens/Road Users

AGENCY NAME:

MO Dept. of Transportation

AGENCY CONTACT:

Director Pete Rahn

PROJECT DESCRIPTION:

The Missouri Department of Transportation Railroad Section along with Operation Lifesaver believe that any solution should include the 3 E's of Engineering, Enforcement and Education.

MoDOT and Operation Lifesaver will continue to conduct Operation Lifesaver safety presentations across Missouri. Twelve target counties have been identified and will receive presentations at schools, bus companies, trucking companies and community groups in an effort to spread the message about railroad safety. Through this partnership, exhibits will be scheduled at educational program, community fairs and other settings that can draw a large number of people to be exposed to the message.

The Missouri State Highway Patrol has asked this partnership to consider placing a simulator within the MSHP Safety Museum. Persons using the simulator would realize how long it takes to stop a train and learn the importance of not driving around lights and gates or playing on or near the railroad tracks. This software will also be utilized in a mobile version to take to safety fairs or partnering with Highway Safety to reach Missouri's Youth during Team Spirit conferences and other youth safety events. Linn State Technical College has agreed to help build a shell for the simulator free of charge, but the materials and computer and electronic equipment are needed to operate the simulator and tabletop version.

Missouri Operation Lifesaver, MoDOT, the Missouri State Highway Patrol and railroads operating in Missouri will continue railroad safety week, which includes a media release and increased media blitzes to heighten the awareness of Education, Enforcement and Engineering all within the same week to spread the word about near misses, trespassing and playing near railroad tracks. Radio advertisements will broadcast in key locations to target key counties. The advertisements will be 15 to 30 second spots using celebrities or community leaders to help spread the word about rail safety in Missouri.

Missouri has taken the lead in bringing "first responders" up to speed on train related emergencies. This program will increase the availability of free training and extend outreach to cities, counties and emergency responders who could respond to train crashes. Operation Lifesaver developed the program and while the lead trainer has taken an active role in getting it off the ground, there are many more organizations to reach.

Aggressive enforcement and prosecution of the laws against running lights and gates and trespassing on dangerous areas around railroad property needs to become a priority for prosecutors and police in Missouri. This will be accomplished by making presentations on these issues to police departments, legal and/or prosecutor-related groups. The program will allow for the participation in "Officer on the Train" which affords officers a real view of how people ignore the dangers of trains. There will be stepped up positive enforcement campaigns in which police officers will stop people for a brief moment at railroad crossings and give them a coupon for a free soft drink and a very brief safety message and brochure on rail crossing safety.

PROBLEM IDENTIFICATION:

Missouri has the second and third largest hubs for rail traffic in the nation and, therefore, continues to see the number of trains traveling through the state reach record numbers. Missouri persistently sees an alarming number of Highway-rail collisions. Fatalities at highway-rail crossings is an ongoing issue with six fatalities in 2006 and four fatalities already in 2007. Missouri also had 58 highway grade crossing collisions, which resulted in some very serious injuries. Although Missouri has seen a decrease in grade crossing collisions, trespassing fatalities are up about 40% and road users involved in grade crossing collisions (who drive around lights and gates) is at an all time high of 52%. Undoubtedly, educational and enforcement opportunities are critical in the attempts to reduce these numbers.

The Missouri Department of Transportation Railroad Section, Operation Lifesaver, Missouri State Highway Patrol and many Missouri railroad companies have teamed up to try to reduce the number of highway-rail collisions. MoDOT and Operation Lifesaver continue to be the lead partners working toward reducing grade crossing collisions through emphasis on the three E's:

- Education
- Enforcement
- Engineering

GOALS AND OBJECTIVES:

Goal: To reduce the number of fatalities and collisions at railroad crossings in 2007 - 2008.

Objectives:

1. Increase educational outreach in target/problem counties where Grade Crossing incidents occur.
2. Reduce trespassers on railroad property through educational programs.
3. Educate motor vehicle operators on hazards of driving around lights and gates in the down position.
4. Educate the traveling public to identify railroad "cross bucks" as yield signs.
5. Identify ways of reaching driver education programs to emphasize railroad safety within the programs.
6. Alert law enforcement groups of motorists driving around lights and gates or "near misses" to help enforce local/state laws.
7. Work with the existing regional Blueprint for Highway Safety coalitions to combine rail safety efforts with existing highway safety initiatives.
8. Develop a computer simulator to promote Grade Crossing Safety at the Highway Patrol Museum and develop a traveling simulator to promote at safety fairs.

RESULTS:

Crossing crashes went from 46 (in 2007) down to 25 during the 2008 grant year. Injuries also went down significantly from 20 to 7. Unfortunately, fatalities went up by one. The number of trespass incidents went from 13 down to 12. However, fatalities went from 4 up to 8. Funding was used for educational materials, brochures, radio ads, training, a banner, citation holders for police officers and presenter fees. The materials were used during presentations and exhibits conducted by voluntary Operation Lifesaver support groups. Thousands of people were educated about the potential dangers of railroad grade crossing crashes.

FUNDING:

402 : \$50,000.00

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ALCOHOL

This program area addressed issues related to the driver whose ability to safely operate a motor vehicle has been impaired by the use of alcohol or other drugs. Although only 4.82% out of every 100 traffic crashes in Missouri were identified as drinking related, there are strong indications that investigating officers under-report drinking involvement as a contributing factor in traffic crashes. The offender's symptoms may be masked (shock, injuries) or the person may be transported for treatment before the officer had a chance to observe or interview them. The other issue is that there may not be enough evidence for the officer to verify that the person's drinking actually contributed to the crash.

BENCHMARKS

Established	Result
2% decrease in alcohol and other drug-related fatalities and disabling injuries in comparison to the previous 3-year total (2003-2005 = 4989, 2004-2006 = 4,971)	The current 3-year comparison for 2005-2007 for alcohol and other drug-related fatalities and disabling injuries is 4,924 (a reduction of 1.01% from the previous 3-year comparison of 4,971).
2% decrease in alcohol and other drug related fatalities and disabling injuries involving drivers under age 21 in comparison to the previous 3-year total (2004-2006 = 867)	The current 3-year comparison for 2005-2007 for alcohol and other drug related fatalities and disabling injuries involving drivers under age 21 is 832 (a decrease 1.04% from the previous 3-year comparison of 867).

Strategies – Public Information & Education

Educate the public on the dangers of driving after drinking or using other drugs through public awareness campaigns such as " <i>You Drink & Drive. You Lose</i> ", and through the distribution of educational materials at traffic safety workshops, health and safety fairs, displays, on the website, and through public service announcements	Highway Safety focused on paid media using \$150,000 in funding for the <i>You Drink & Drive. You Lose</i> . Campaign. Earned media for that campaign included a statewide press release and shell press releases distributed to law enforcement agencies. Media interviews were generated throughout the state. All information was posted and promoted on saveMolives.com . Materials are distributed to the public on a continual basis through displays, workshops, health and safety fairs, and the online ordering system.
Incorporate drinking driving educational programs into school systems and businesses	CHEERS materials were disseminated at tabling events for UMC's Summer Orientation. Conference call and training sessions were held with new contacts at Missouri University for Science and Technology, Missouri State University and St. Louis University. Handed out CHEERS wallet cards to approximately 1200 students at the University of Missouri's Fall Welcome Resource Fair. Printed new CHEERS cards for the University and Columbia College.
Incorporate, where possible, recommendations made in the 1999 Statewide DWI Assessment	NHTSA conducted an Impaired Driving Assessment on August 4-8, 2008. The Highway Safety Division is working with the Impaired Driving Subcommittee on the recommendations found in that assessment.
Conduct a Statewide Alcohol Assessment in 2008	The HSD worked with NHTSA to conduct an Impaired Driving Assessment. Costs for the assessment were covered under this project and included stipends, meeting room and travel expenses for the panel of experts conducting the assessment. The assessment report is on file with the HSD and will be used in the development of Missouri's Impaired Driving Strategic Plan.
Develop statewide designated driver programs which stress alternatives to drinking and driving (CHEERS designated driver program and MoDOT public information materials)	Approximately 200 posters for the designated driver campaign were distributed during the first quarter. The campaign included two posters. One educates students about the program and other defines a designated driver. An additional 300 posters promoting the program have been distributed to campuses throughout the state. CHEERS chapters were encouraged to use the CHEERS promotional items to market programs at their orientations and other

	events. Mailings were sent out to several CHEERS chapters. A number of new establishments were recruited throughout the state.
Educate large numbers of alcohol servers in intervention techniques utilizing the State of Missouri Alcohol Responsibility Training (SMART) web-based server training program and continue to expand and promote the program	Efforts were continued to get SMART brochures available in City Clerk's Offices around the state, as this is the site in many cities where establishment owners must obtain their liquor licenses. 10 wholesalers request SMART brochures to be included in their billing statements to customers and on delivery trucks. Alcohol and Tobacco Control placed a link to SMART on their website. ATC agents across the state requested brochures to distribute to bars and restaurants in their areas.
Provide support for the MCRS DWI subcommittee to address impaired driving crashes	The MCRS Impaired Driving subcommittee (formerly DWI subcommittee) meets several times a year as necessary. Research efforts are provided in seeking legislative changes to better enable DWI prosecutions. HSD staff provides pertinent information and support such as media coverage, press conferences, and law enforcement efforts.
Incorporate, where possible, recommendations made during the 2001 BAC Symposium	Highway Safety continues to purchase BAC test collection kits for coroners and medical examiners.
Continue support for youth and young adult prevention and education programs including Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention (PIP) and Partners in Environmental Change	<p>Twenty-six high school teams participated in the two 2008 Team Spirit Leadership Programs and completed action plans for their schools. The action plans will be implemented during the 2008/2009 school year. In addition, one Team Spirit Reunion was conducted to bring the trained teams together for the purpose of motivated the, sharing ideas, and learning new concepts.</p> <p>1,240 students attended the two (s) ADAM assemblies at Hickman and Rock Bridge High Schools in Columbia, MO. A creative ThinkFirst promotion packet was mailed to over 1,500 public and private schools statewide. The packet contained the following items: cover letter, ThinkFirst brochure, "Would, Coulda, Shoulda", pop-up display "brick", and the Missouri map featuring ThinkFirst chapter locations.</p> <p>Training was offered to PIP Coalitions in August about the "Drive Safe. Drive Smart" program, and the new materials available for the 2008-2009 school year were announced. Continued to use PIP as a forum to be in contact with DSDS contacts at the thirteen public universities. The Missouri Safety Center conducted an initial seatbelt survey on twelve of the thirteen PIP campuses.</p>
Revise and reprint alcohol educational materials as needed; expand partnerships to encourage use of these materials in their publications	Alcohol related educational materials are continually revised and updated as needed. In addition, the sobriety checkpoint handouts were redesigned, reprinted and distributed to law enforcement agencies. A new SMART brochure was designed and was printed. The brochure reflects the addition of the liquor store module to the services provided.
Develop campaigns/materials to reach special target groups (drivers <21 years, 21-34 year olds, minority populations)	A media campaign in the Spring was part of a yearlong effort to reach teens about the importance of buckling up. Activities not associated with the enforcement campaign include the Battle of the Belt high school safety belt challenge, where schools compete for the highest safety belt usage and the creation of a public service announcement encouraging other teens to buckle up. The MCRS also dedicated funding for teen advertising and used the creative ads for the "Never Made It Campaign".
Develop materials to educate legislators about alcohol and other drug related driving issues	These materials were developed on an "as needed" basis depending on the type of legislation presented.

Participate in interagency committees to share ideas, avoid duplication of efforts, and maximize resources (MCRS and the MCRS DWI Subcommittee, Missouri Youth/Adult Alliance, Partners In Prevention, Partners in Environmental Change)	PIP is used as a forum to be in contact with a DSDS contact at different universities. Training was provided to the PIP Coalition in August about the Drive Safe. Drive Smart program. PIP members actively participate in MCRS DWI Subcommittee meetings to maximize resources.
Support local efforts to reduce drinking and driving – especially underage drinking – by providing technical assistance to develop programs such as DWI docudramas or <i>Every 15 Minutes</i> , loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers	Events were held at the MU campus providing posters around the campus and in residence halls. A Tricycle obstacle course was held while students wore Fatal Vision Goggles. The Seatbelt Convincer was manned by the Highway Patrol at the end of the Drive Safe. Drive Smart campaign.
Support efforts to bring the SIDNE (Simulated Impaired Driving Experience) battery-powered go carts to schools throughout the state and provide training to assure there are adequate individuals to demonstrate the units	A few of the districts have a SIDNE unit that is made available to schools or for other events upon request. MoDOT maintains the vehicle, transports it to the site and provides personnel to assist with the training. Law enforcement officers lead the training.

Strategies—Enforcement

Identified	Implemented
Provide funding for alcohol saturation enforcement teams, sobriety checkpoints, overtime salaries for Breath Alcohol Testing (BAT) van operations, and maintenance for BAT vans	1,260 law enforcement officers used over \$244,000 in funds to cover overtime costs of law enforcement officers working to detect and apprehend impaired drivers. 65 sobriety checkpoints were conducted during the campaign.
Provide equipment to enhance enforcement efforts and appropriate training to ensure effective use of this equipment (e.g., breath alcohol testing equipment and BAT vans, video cameras, and sobriety checkpoint supplies including signs, cones, flares, lights, generators, vests)	There were numerous law enforcement agencies that received sobriety checkpoint traffic signs that were funded. Additional equipment was also funded to law enforcement agencies: traffic cones, traffic vests, digital in-car camera and decals/stripping for BAT Van, Balloon Light, 2 portable patio heaters, 3 PBTs, generators, BAT Van Supplies (urine kits, BA Solution, and BA Printer Cards. Several BAT Vans were relocated to address the needs for law enforcement agencies in rural areas.
Provide training on detection and apprehension of impaired drivers (e.g., field sobriety testing, courtroom testimony, and DWI crash investigation techniques)	Funding was provided for 17 DWI related training programs to 241 law enforcement officers in Warsaw, Neosho, Osage Beach, Joplin, Branson, Bolivar, Butler, St. Roberts, Monett, Poplar Bluff, Waynesville, Bates County, and Potosi. Four Standardized Field Sobriety Testing training programs were conducted in Butler, Warsaw, Neosho and Bates County training a total of 49 officers. Three BAC Type III Permit Courses were conducted in Joplin training a total of 56 officers. DWI Enforcement Strategy programs were also conducted training 71 officers. Funding was also furnished for officers to attend the National Impaired Driving Conference in Indianapolis, IN.
Provide motivational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAC) conference	Brian Chandler (MoDOT Traffic Safety Engineer) provided a motivation presentation during the LETSAC Conference on “Law Enforcement in the Work Zones” during which he included some tragic results of improper driving through work zones. Brian was the current Work Zone Coordinator, where he lead work zone safety and mobility efforts for construction, maintenance, and permit projects. Over 240 people registered for the conference that also offered 19.0 post-certified hours.
Provide supplies and support for Drug Recognition Experts and the DRE Recertification Training to ensure continuity of the program	Three DRE Certification schools were conducted this fiscal year. The classes were held in the Kansas City area, St. Louis area, and the Springfield area. There were two recertification workshops during the fiscal year.
Assign a State SFST Coordinator who will work in cooperation with the Impaired Driving Subcommittee of the MCRS in order to maintain standardization of the program	The SFST Coordinator provides technical assistance to law enforcement and the Impaired Driving Subcommittee in order to maintain standardization throughout the state.

Incorporate, where possible, recommendations made at the 2001 BAC Testing Symposium	Highway Safety continues to purchase BAC test collection kits for coroners and medical examiners.
Incorporate, where possible, recommendations made in the 2006 SFST assessment, including the use of the 2006 version of the NHTSA/IACP curriculum	The HSD contracts with the Missouri Safety Center for statewide coordination of the SFST program. The coordinator with agencies across the state to provide training to law enforcement officers and ensure the most current curriculum is being used.
Incorporate, where possible, recommendations made in the 1999 DWI Assessment, including promoting the use of Missouri's Driving While Impaired Tracking System (integrated system linking the local law enforcement systems, DOR, MoDOT, Highway Patrol, and Office of the State Courts Administrator to track DWI arrests through prosecution and sentencing) and train local law enforcement clerks and court clerks to use the system	Funding was provided for contracted temporary staff to monitor the circuit court percentages of cases reported to the Department of Revenue within the seven day reporting time frame. Implementation of the Judicial Information System (JIS) has been completed and implementation of the JIS system in municipal courts has begun. The federal mandate requires traffic dispositions to reach the Department of Revenue within 10 days. This project (continuing in FY09) monitors the state courts system and observed that in the Missouri courts the turnaround time has already been reduced by some 60%, as a result of the automated process established between the State Highway Patrol, Department of Revenue and OSCA.
Support projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Badges in Business, Server Training, Party Patrol, 1-866-MUSTB121 tipline, selective enforcement, compliance checks, and special events	During the course of the grant year the Division of Alcohol and Tobacco Control conducted 119 Server Trainings across the state that trained 6,805 people. There were also 402 Badges in Business programs conducted that resulted in 89 arrests. There were 889 Compliance Checks resulting in a 5% drop in noncompliant checks from last year. The Division's Agents conducted Party Patrol/JET saturations that resulted in 839 arrests.
Increase participation in statewide multijurisdiction mobilization enforcement efforts	Overtime enforcement was used to supplement and participate in multi-jurisdictional sobriety checkpoints. These checkpoints were hosted by various jurisdictions with the activity being reported by the hosting agency.
Support selective enforcement efforts to address young drinking drivers by funding underage drinking enforcement projects statewide	In addition to overtime youth alcohol enforcement activities, the DWI Section presented educational and informational courses to young audiences at schools, churches, and other community organizations. Funding was also provided for instruction on training techniques and technology to educate youth on traffic safety issues.
Support one additional DWI traffic unit with local law enforcement agency (there are currently two units funded through the highway safety division)	Funding was provided during the '08 grant year for two DWI traffic units (Jackson County and Joplin PD). One additional unit will be funded with '09 funding (Franklin County).

Strategies—Prosecution/Adjudication

Identified	Implemented
Train judges, prosecutors and law enforcement on local/national DWI issues – Missouri Office of Prosecution Services	<p>The Missouri Office of Prosecution /Services (MOPS) conducted several training events this grant period and trained judges, prosecutors and law enforcement.</p> <p>One general traffic safety conference was made available to all Missouri prosecutors and law enforcement officers, one trial advocacy program related to highway safety, one "Protecting Lives, Saving Futures" course and up to six in-service workshops to provide training on relevant issues.</p>
Provide funding to send prosecutors and judges to training that will increase their knowledge about DWI issues and improve prosecution techniques	The "Protecting Lives, Saving Futures" conference was held from February 20-22, in Columbia, MO. March 1-3, 2007, in Columbia, MO. It brought together prosecutors and law enforcement officers to receive training on how DWI investigations and prosecution can be improved with effective communication and teamwork. There were ten

	prosecutors and eleven law enforcement officers. Attendees received training on the detection of impaired drivers, overcoming common defense challenges, pretrial preparation, writing an effective DWI report, understanding standardized field sobriety testing, direct and cross examination, laying the foundation for DWI evidence, breath testing challenges. The students also participated in a drinking lab, which allowed the to witness intoxicated subjects performing standardized field sobriety tests.
Provide continued funding for the statewide Traffic Safety Resource Prosecutor whose job it is to provide training and technical support for prosecutors in Missouri	The Traffic Safety Resource Attorney (TSRA) prepared and presented a lecture on the role of a TSRA to a group of law enforcement officers at a train the trainer course held in Kansas City. The TSRA also assisted in planning and coordinating the MOPS Trial Advocacy School held from July 28-31, 2008. The course uses an impaired driving problem to assist prosecutors in learning the basics of how to prosecute a criminal case.
Continue to provide funding for the MADD Court Monitoring project in selected municipalities and counties in order to increase conviction rates	MADD Missouri monitored a number of counties with a DWI conviction rate of 21.5% or less of the arrests made by the Missouri State Highway Patrol. Four of the counties improved above the 21.5% rate on the 2007 report after court monitoring, a couple improved as much as 10% higher. The MADD database reflects a 96% guilty conviction rate of the cases monitored and entered, 17% were sentenced to jail with 16% receiving a fine and a suspended execution of sentence (SES), and 92% received some form of probation.
Provide additional training to DWI court teams across the state	Work has continued on producing a DWI and Major Traffic Safety Offense Manual for Missouri prosecutors.
Provide equipment and training to enhance the DWI Tracking System (DWITS)	Contracted consultants held DWITS training sessions at Jefferson City, Lee's Summit, Poplar Bluff, Springfield, and St. Louis. There were 188 individuals from Missouri criminal justice agencies that registered for this training. DWITS presentations were offered in May at the police clerk conference, court clerk conference, and impaired driving conference as well as the Missouri Office of Prosecution Services (MOPS) conference in June.
Provide motivational speakers for judicial personnel during training events such as their annual municipal judges and court clerks conference	During the 2008 Missouri Municipal and Associate Circuit Judges Association Annual Courts Conference, Deputy Travis Jones, a Drug Recognition Expert, discussed the process law enforcement officers follow to determine if a person is impaired by drugs. Also, HSD funded a State Judicial Educator (with Office of State Courts Administrator) to provide educational opportunities.
Provide an integrated system, a web link and/or specifications to local law enforcement agencies that will allow them to access the DWITS and enter DWI arrest information that can be tracked through prosecution and sentencing	Through numerous hours of court monitoring of selected counties, other positive and successful components have occurred. Those are: new commitments of agencies and officials to participate in the DWI tracking system, vigorous and positive discussions in open court pledges of renewed cooperation by prosecutors and judges, enhanced sentencing of DWI cases, informative chamber meetings with judges and prosecutors, and new identification of high risk drivers.

Strategies--Technologies

Continue to provide DWITS enhancements: specs for program linkages, development of reports as needed by the users; and training for users of the system	The Traffic Division disseminated 83 tutorial computer disks to requesting parties seeking information on the DWITS. A total of 211 law enforcement agencies, 71 prosecuting attorney offices, and 48 courts are registered users of the DWITS.
Support the efforts of the Missouri Safety Center Breath	The Breath Alcohol Lab continues the process of

Instrument Training Laboratory to calibrate and repair breath test instruments in order to improve their reliability, and reassign instruments as needed	reconditioning and/or rebuilding older Datamasters for local law enforcement agencies in the state. Lab staff negotiated an in-kind gift of over 100 Intoxilyzer 5000 Units from the State of Kansas (an estimated value of over \$200,000 based on condition of the units). Some of the units will be dismantled for parts while others will be conditioned and/or reprogrammed and used to replaced older units in the field. Breath Alcohol Lab staff have made 167 repairs to breath alcohol testing instruments and conducted 91 simulator verifications.
Provide funding to support projects that will expedite processing of DWI offenders	The Missouri Safety Center conducted three 8-hour "Drugs That Impair—Document and Testifying courses in regional locations around the State. The courses were held in May. A total of 45 law enforcement officers attended the training.

DWI TRACKING SYSTEM

The DWI Tracking System, a major component of Missouri's use of transfer funds, has resulted in the ability to track the full life cycle of a DWI event and identify missing reportable information. The system has provided information on both criminal and administrative sanctions imposed for DWI violations, as well as treatment program participation by offenders. Federal requirements for incentive grant funding specify that DWI incidents must be tracked from arrest through adjudication. For each DWI arrest, it should be possible to determine if charges were filed, amended or nolle prosequi. When charges are filed, the dispositions are readily available. Once the full life cycle of DWI events are recorded in the repository, inconsistencies in the process of enforcing DWI statutes can be examined. If the difference between the number of arrests and number of convictions is significant, potential causes can be studied and remedies implemented. The reporting capabilities of the new system include reporting on aggregated DWI data by specific categories such as geographic locations, demographic groups, and sanctions imposed. Additional reports are provided that identify non-reporting agencies and information missing within individual DWI incidents. This system provides Missouri with the most comprehensive information on DWI offender records ever available. The program became operational in February of 2005.

SOBRIETY CHECKPOINTS

Sobriety Checkpoints have proven their worth as a deterrent, intervention, apprehension, and public awareness tool in the DWI arsenal. For this reason, a state must have a statewide sobriety checkpoint program in order to qualify for Section 410 Alcohol Incentive grant funds. Utilizing Section 410 and 154 alcohol incentive funds, the HSD was able to provide funding to support checkpoints through 38 local law enforcement agencies and the Missouri State Highway Patrol. While these agencies are listed below, it is important to note many agencies that provide the sole funding support for their checkpoints are not included within this list.

- | | |
|---|--|
| 1. Arnold Police Department | 20. Jennings Police Department |
| 2. Belton Police Department | 21. Kansas City Police Department |
| 3. Blue Springs Police Department | 22. Missouri State Highway Patrol |
| 4. Boone County Sheriff | 23. O'Fallon Police Department |
| 5. Buchanan County Sheriff | 24. Osage Beach DPS |
| 6. Cape Girardeau Police Department | 25. Overland Police Department |
| 7. Cass County Sheriff's Department | 26. Ozark Police Department |
| 8. Cole County Sheriff's Department | 27. Peculiar Police Department |
| 9. Columbia Police Department | 28. Pleasant Hill Police Department |
| 10. Creve Coeur Police Department | 29. Raymore Police Department |
| 11. Eldon Police Department | 30. Springfield Police Department |
| 12. Eureka Police Department | 31. St. Charles City Police Department |
| 13. Franklin County Sheriff's Department | 32. St. John Police Department |
| 14. Harrisonville Police Department | 33. St. Joseph Police Department |
| 15. Independence Police Department | 34. St. Louis County Police Department |
| 16. Jackson County Sheriff's Department | 35. St. Louis Metro Police Department |
| 17. Jasco-Metropolitan Police Department | 36. Troy Police Department |
| 18. Jefferson City Police Department | 37. Webb City Police Department |
| 19. Jefferson County Sheriff's Department | 38. West Plains Police Department |
| | 39. Willow Springs Police Department |

YOUTH PROGRAM HIGHLIGHTS

Web-Based Server Training – In December 2004, the on-line State of Missouri Alcohol Responsibility Training (SMART) was released. This web-based server training course was originally designed by the University of Nebraska-Lincoln and modified for the State of Missouri. Each interactive module presents information in a variety of ways to meet multiple learning styles. The tone is conversational, supportive, and friendly even when the focus is on consequences. The module content and presentation accommodates a wide variety of educational backgrounds. There are links to relevant laws, policies, and web sites. Self-help and review activities and exercises provide practice and the opportunity retake until successful and include hints and helps to facilitate the learning process. Content is presented in small, incremental steps that gradually spiral towards more and more complex scenarios.

Partners in Prevention – Partners in Prevention (PIP) is Missouri's higher education substance abuse consortium. PIP's mission is to create a campus, city, and state environment that supports responsible decision making in regard to alcohol by the college students who attend Missouri's public institutions of higher education. PIP's focus is on decreasing at-risk drinking by students on Missouri's college and university campuses. Through evaluation, funding, training technical assistance, and coalition building, PIP helps members create positive change on their college campuses. All 12 campuses implemented the "Drive Safe. Drive Smart" campaign.

MISSOURI

Annual Report 2008

PROJECT TITLE:

Sobriety Checkpoint Equip

PROJECT NUMBER:

08-154-AL-200

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Impaired Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

This project will provide funding for the following items for sobriety checkpoints:

Lighting, traffic cones and delineators, flares, signing (Stop, Flagman, and Sobriety Checkpoint Ahead), safety vests, and any other item required to maintain safety for officers and motorists within the checkpoint area.

PROBLEM IDENTIFICATION:

Local agencies lack the funding to properly equip a sobriety checkpoint to create a safe workzone designed to enhance safety for officers working and motorists passing through. The problem is found throughout the year within the State of Missouri.

GOALS AND OBJECTIVES:

The goal of this program is to provide a funding source to purchase sobriety checkpoint equipment. This equipment will be used by law enforcement agencies to host sobriety checkpoints and combat impaired driving.

RESULTS:

The following agencies received sobriety checkpoint equipment during FY08:

Boone County Sheriff's Department - Traffic Cones
Cass County Sheriff's Department - 10 Traffic Vests
Clay County Sheriff's Department - Digital In-Car Camera and Decals/Striping for BAT Van
Grain Valley Police Department - Balloon Light
Jefferson County Sheriff's Department - Traffic Cones
Joplin Police Department - 2 Portable Patio Heaters
Lawrence County Sheriff's Department - 3 PBT's
Overland Police Department - Generator and Balloon Light
Ozark Police Department - Generator
Springfield Police Department - BAT Van Supplies (Urine kits, BA Solution, BA Printer Cards)
Stone County Sheriff's Department - Light Tower/Generator
St. Robert Police Department - Generator and Balloon Light
Willow Springs PD - Repairs to BAT Van

There were also numerous law enforcement agencies that received sobriety checkpoint traffic signs that were funded from this program.

FUNDING:

154 : \$30,000.00

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PROJECT TITLE:

SMART

PROJECT NUMBER:

08-K8-03-39

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Drunk Drivers

AGENCY NAME:

University of MO Curators

AGENCY CONTACT:

Mr. Billy Jamison

PROJECT DESCRIPTION:

The alcohol and safe driving issues facing college students and the communities they reside in will be addressed through the continued implementation of three programs that have proven successful in creating awareness and behavior change. The unifying theme behind each of the following programs is to educate Missourians, particularly college students, on ways to make responsible decisions regarding alcohol and driving issues. Below is an outline detailing the specific elements of each of the three programs: SMART, CHEERS, and Drive Safe. Drive Smart.

PROBLEM IDENTIFICATION:

During the 2005-2006 academic year, almost 36.1% of college students at Missouri public institutions of higher education consumed five or more drinks in a two-hour period, otherwise known as binge or high risk drinking (see Appendix A). It is estimated that 600,000 students between the ages of 18-24 are unintentionally injured under the influence of alcohol each year (Hingson, Heeren, and Zakocs, 2005). Almost half of all college students nationwide binge drink (defined as five or more drinks at one sitting for men, four or more drinks for women) according to the Harvard School of Public Health (2002) and the Core Institute (2001). Students who binge drink are more likely to damage property, have trouble with authorities, suffer academically, have hangovers, and drive while intoxicated (Wechsler, 2002). Thirty-three percent of students at Missouri's public colleges and universities reported driving under the influence of alcohol or other drugs within the past year (Appendix A).

Recent research indicates that about one-third of college students drink for the purpose of getting drunk. According to the United States Office of Substance Abuse Prevention (OSAP), it is estimated that between 240,000 and 360,000 of today's college students will eventually die of alcohol related causes. Ten years ago, students spent \$5.5 billion each year on alcohol, which is approximately one third of a college student's discretionary money, and that number continues to increase (Center on Addiction and Substance Abuse, CASA, 1994). It is estimated that 40% of academic problems, 29% of drop outs, 80% of vandalism, 90% of Greek hazing deaths, and 90% of date rapes are alcohol or other drug related (CASA, 1994). Over 1,700 college students ages 18-24 die from alcohol-related injuries, including motor vehicle crashes, each year (Hingson et al, 2005).

In 2005, one person was killed or injured in drinking related traffic crashes every 1.6 hours in the state of Missouri. Motor vehicle crashes in the state cost Missourians over \$3.7 billion in economic loss in 2005 (Missouri Traffic Safety Compendium, 2005). The primary cause of death for persons between the ages of 1 and 34 is traffic accidents, and alcohol consumption has been found to be a leading contributor to those accidents (Hingson, 1993; MADD, 1997). Missouri had a 16.1% increase in fatal drinking-related traffic crashes from 2004 to 2005 (Missouri Traffic Safety Compendium, 2005). The average alcohol related crash costs the public an estimated 3.3 million dollars in various costs (Pacific Institute for Research and Evaluation, 2002).

The proportion of traffic statistics involving Missouri youth is very alarming. Individuals under the age of 21 were involved in 28.9% of all the 2005 traffic crashes in Missouri and 21.1% of all fatal traffic crashes. Also in 2005, a person was killed or injured in young driver related traffic crashes every 26.4 minutes in Missouri. Thirty-two percent of these crashes took place on Friday and Saturday. That same year, 46.8% of the young driver related fatal traffic crashes the driver was either exceeding the speed limit or driving too fast for conditions, which contributed to the cause of the crash. In 17.7% of these fatal crashes, the young driver's drinking condition contributed to the cause of the crash. This is an increase of 4.4% over the course of two years. In addition, young drivers accounted for 267 fatalities in motorized vehicles and 19,616 personal injuries (Missouri Traffic Safety Compendium, 2005).

College students' behavior is shaped by their environment, so if we are to change their behavior, we need to change that environment. High risk drinking exists largely because college students live in an environment that promotes such behavior. According to Dr. William DeJong, of the United States Department of Education's Higher Education Center on Alcohol, Drugs and Violence Prevention in Higher Education, there are five primary factors that contribute to the formation of this environment:

1. The widespread belief that high risk drinking is normative
2. Alcohol is abundantly available and inexpensive
3. Liquor outlets use aggressive promotions
4. Laws and policies are not consistently enforced
5. Students have a great deal of unstructured free time

Colleges and universities need to use multiple strategies focused on creating an environment that encourages and supports students to make good choices about alcohol and proactively addressing the above-mentioned factors. When colleges work with their surrounding communities to decrease alcohol-related problems, both benefit. As was recommended in the Higher Education Center for Alcohol and Other Drug Prevention publication *Be Vocal, Be Visible, Be Visionary*, environmental management is a vitally important strategy in effective alcohol abuse prevention. Environmental management encourages college officials to work to change the campus and community environment through an integrated combination of programs, policies, and public education campaigns.

Over the years, prevention professionals have attempted to decrease the abuse of alcohol and other drugs by focusing on changing students' behavior by teaching them how to make good decisions. This approach is good but insufficient in isolation. No matter how well a student is educated to make a responsible decision, if the environment around him/her includes easy access to alcohol, few consequences to drinking alcohol, then how can we hope to have students make good

decisions about alcohol? "College officials cannot expect students to say 'no' to binge drinking and other drug use when their environment tells them 'yes'" (Environmental Management, Higher Education Center for Alcohol and Other Drug Prevention, 1998).

Addressing environmental influences on student alcohol-related behavior is no quick fix, and as a long-term strategy it demands permanent infrastructure to be effective. Environmental strategies demand that prevention efforts move beyond the campus into the broader community. By working with local bar and restaurant owners, colleges can work to curb alcohol availability and access to students, to students who are underage or intoxicated.

The city environment plays a role in binge drinking. According to *Taking Up Binge Drinking in College: The Influences of Person, Social Group, and Environment*, a study by the Harvard School of Public Health, college students "who reported that they were exposed to wet environments were more likely to engage in binge drinking than were their peers without similar exposures" (CAS, 2003). In this case, a "wet" environment refers to any place where drinking is an accepted part of the culture and alcohol prices are low.

The Higher Education Center wrote in their 1997 bulletin entitled *Binge Drinking on Campus: results of a National Study*, "The best on-campus policies cannot succeed if off-campus retail outlets continue to serve alcohol to underage or intoxicated students. Efforts need to be made to reach out to local officials to invite their participation in developing a comprehensive and community-wide approach to this problem."

Decreasing the number of underage drinkers and already intoxicated people being served alcohol is crucial in making our communities safer. Serving alcohol safely benefits everyone and should be of mutual interest to all. Customers benefit from being patrons of a safer environment because it enhances a positive social outing. Bar and restaurant owners benefit by decreasing their liability and improving their business by creating a social climate that attracts customers. Colleges and universities benefit by helping to protect the safety and well-being of their students. Communities benefit from reducing alcohol-related problems.

One of the most important ways to create and enhance safe environments is to train the servers and sellers of alcohol on how to serve it in a safe, responsible and legal manner. Considerable research demonstrates that a well-implemented, responsible beverage service program can be effective in reducing the sale of alcohol to intoxicated persons and in preventing impaired driving (Pacific Institute for Research and Evaluation, 1999).

While drunk driving is the nation's most frequently committed violent crime (MADD, 1996), it is not the only issue affecting the safety of our roadways. In addition to drinking and driving issues, distracted driving, such as talking on cellular phones, lighting cigarettes or other tobacco products, or reaching for items in the vehicle can lead to traffic crashes, some of which have tragic and fatal outcomes.

According to Donna Glassbrenner with the National Highway Traffic Safety Administration research, wireless or cellular phones are the most common potentially distracting devices owned by drivers, and driver cell phone use has been increasing in recent years. In 2005, cell phone use increased by 2% among both female drivers (6% in 2004 to 8% in 2005), and drivers ages 16-24 (8% in 2004 to 10% in 2005) (Glassbrenner, 2005).

In the findings of the 2002 National Survey of Distracted and Drowsy Driving Attitudes and Behaviors, cell phones and other distracters use can increase a driver's probability of crash involvement. Drivers under age 30 are more likely to have been involved in such a crash, with .3% of all drivers this age having been in a crash they attribute to wireless phone use. Over the past five years an estimated 7.2 million drivers attribute distracted driving as the cause for crashes while they were behind the wheel.

Unfortunately, youth drivers make up a disproportionately large number of these drivers. Approximately 985,000 drivers under age 21 were involved in a distracted-driving crash. This is 13% of all drivers involved in a crash, yet youth drivers make up just 6% of the driving population. Similarly, about 1.7 million drivers in their twenties had a distracted-related crash, which is 23% of all involved drivers, but just 13% of the driving population (National Survey of Distracted and Drowsy Driving Attitudes and Behaviors, 2002). Comparing this information with the NHTSA's research indicating increase in young driver cell phone use, we fear these statistics will only get worse.

The Missouri Traffic Safety Compendium lists seat-belt usage by drivers and passengers as one of the best ways to prevent death and personal injury. A driver in a Missouri 2005 traffic crash had a 1 in 4 chance of being injured and a 1 in 32 chance of being killed if they were not wearing their seatbelt. According to the 2005 compendium, 16.1% of college-age students (15-25 years), who were involved in traffic crashes, were not wearing their seatbelts. In addition, 37.3% of those drivers involved in Missouri traffic crashes who were intoxicated (drinking alcohol), were not wearing their seat belts.

Clearly, the issues of distracted driving, drinking and driving, and seat belt use are significant issues for the college students of Missouri. Partners in Prevention, through its network of state colleges and universities, would like to begin to address these issues in order to assist in creating safer roads for all Missourians through the development of a training program, educational campaigns, and a statewide social norming print media campaign.

ABOUT PARTNERS IN PREVENTION

Historically, the Missouri institutions of higher education had little money dedicated to the issue of alcohol and other drug abuse prevention. The responsibility of alcohol and drug abuse prevention was typically delegated to existing staff members who often had little training in alcohol and other drug abuse issues. Little money was allocated to send these professionals to conferences to seek further training on alcohol and other drug abuse prevention issues.

Until recently, no opportunities existed to network with other prevention professionals to share ideas and concerns. In addition, little training or formal discussion program existed for professionals and student peer educators on helping students make responsible choices such as driving without distraction or aggression, getting proper sleep, and understanding other safe driving behaviors. In addition, law enforcement and judicial officers, who enforce laws and policies, had little support to provide adequate education and enforcement operations to the campuses and communities.

These already busy professionals had little extra time to create and maintain a comprehensive prevention effort. There was minimal time, skill, and money to conduct research on students' alcohol and other drug usage behaviors and consequences. Insufficient money existed to create on-

going prevention activities for students or to train peer educators who could serve as an integral part of a successful prevention program.

The lack of adequate funding will remain a problem until the issue of alcohol and other drug abuse gets on the "front burner" of upper administration. However, without research and high profile prevention programs, it is unlikely the issues will come to the forefront.

In order to address this problem, the Partners in Prevention (PIP) coalition was established through financial support from the Missouri Division of Alcohol and Drug Abuse and the United States Department of Education. PIP is a statewide coalition focused on preventing high-risk drinking among Missouri's college students. The coalition is composed of representatives from each of Missouri's 12 state colleges and universities and has been underwritten by grants from the U.S. Department of Education and the Missouri Division of Alcohol and Other Drug Abuse.

Currently, the coalition is mainly funded by the Missouri Division of Alcohol and Drug Abuse. In an effort to create a broad, effective network of prevention advocates, PIP has partnered with several state agencies. PIP works with representatives from the Missouri Department of Alcohol and Tobacco Control, the Missouri Division of Alcohol and Other Drug Abuse, and the Missouri Department of Transportation's Highway Safety Division.

This collaboration is essential for statewide prevention efforts. PIP's mission is to create a campus, city, and state environment that supports responsible decision making in regards to alcohol by the college students who attend the public higher education institutions in the state of Missouri. PIP's focus is on lowering the binge-drinking rate on Missouri college and university campuses. These goals include:

1. To establish an ongoing, supportive, interactive, and cooperative relationship for individuals working on alcohol and other drug abuse issues within the higher education institution from around the state
2. To facilitate research on alcohol and other drug abuse patterns and resulting consequences for each institution and on a statewide basis
3. To provide ongoing training opportunities for higher education professionals and students on the effective prevention of alcohol and other drug abuse among Missouri college students
4. To effect environmental change on campuses and in the communities
5. To provide guidance for policy refinement

In order to achieve the goals of the program and include policy development and enforcement in the solution to the problems being addressed, the Partners in Environmental Change coalition was developed in 2002. This sister-coalition to Partners in Prevention empowers law enforcement and judicial officers to create an environment that supports responsible and healthy decision making by the development of laws and policies, education about these standards, and enforcement of the laws and policies developed. After a student is educated about any health topic, such as driving behaviors, it is important that the environment (college or community) where that student resides supports healthy choices. In a sense, the Partners in Prevention coalition represents the backbone of their efforts.

Since its inception in 1999, the Partners in Prevention coalition has forged partnerships to create training opportunities and resource development with agencies and organizations as the Missouri Division of Alcohol and Drug Abuse, the Missouri Department of Transportation's Highway Safety Division, the Missouri Department of Health and Senior Services, and the Missouri

Division of Alcohol and Tobacco Control. Other training partners include ACT Missouri, Missouri's Youth Adult Alliance, the National Guard, the Law Enforcement Training Institute, the Office of Juvenile Justice and Delinquency Prevention, Regional Community Policing Institute-Missouri Western State College, the National Highway Traffic Safety Administration Regional Office-Kansas City, the University of Missouri-Columbia Truman School of Public Affairs, the Missouri Highway Patrol, the Missouri Water Patrol, and the Pacific Institute for Research and Evaluation. In the last five years, Partners in Prevention has expanded their focus to include issues such as underage drinking, law enforcement, community coalitions, and tobacco. In the past three years, Partners in Prevention has expanded its focus to include a greater emphasis not only on binge drinking, but on traffic safety, specifically drinking and driving and serving of intoxicated patrons. We would like to continue this commitment and partnership.

In order to address the serious problems of drinking and driving and binge, or high-risk, drinking, Missouri's statewide prevention coalition, Partners in Prevention, will continue to be enhanced through financial support from the Missouri Department of Transportation's Highway Safety Division. Financial support for the annual statewide prevention conference, Meeting of the Minds, training and tools for year-long programming at each of the twelve Partners in Prevention institutions, and financial support for continued implementation of a statewide safe driving campaign called "Drive Safe. Drive Smart." is needed.

The Partners in Environmental Change consortium is a strong coalition of the law enforcement and judicial officers from PIP campuses and the surrounding communities. These agents can work to enforce laws related to safe driving behaviors and reinforce the need for students and community members to buckle up, drive without distraction, and refrain from driving after drinking any amount of alcohol. Through educational and enforcement checkpoint operations, campus and community law enforcement will become part of the solution.

GOALS AND OBJECTIVES:

GOAL 1: Continue implementation of an online Responsible Beverage Server Training program called SMART (State of Missouri Alcohol Responsibility Training) that will help increase the skills, knowledge, and awareness of individuals engaged in the sale and/or service of alcohol in the bars, restaurants and liquor stores in Missouri, thus reducing alcohol-related problems occurring at the point of sale.

Target Population

Owners, managers, servers and employees at all "Retail by the Drink" establishments and off-premise liquor license holders in the state of Missouri are targeted as potential participants in the SMART program.

Outcomes:

1. Decrease illegal alcohol sales to minors in bars, restaurants and liquor stores in Missouri
2. Increase the number of alcohol servers that have successfully passed the server training program
3. Decrease the number of people being over-served alcohol in bars, restaurants and liquor stores in Missouri
4. Decrease the harms associated with the abuse of alcohol in Missouri

Objective 1: Assist sellers and servers of alcoholic beverages in reducing alcohol related problems in their bars, restaurants and liquor stores

Strategies

1. Increase the servers' and/or sellers' knowledge and awareness of the management's policies and

procedures

2. Increase the servers' and/or sellers' knowledge and awareness of state and local alcohol laws and policies
3. Increase the incidences and effectiveness of servers/sellers who check the ID of individuals who look 27 years of age or younger and do not sell or serve alcohol to minors
4. Increase awareness and understanding of servers and sellers as to the consequences of serving alcohol to an intoxicated customer, thus influencing them to refuse service to that customer

Objective 2: To provide an affordable, time efficient, effective and easily accessible server training program for all servers and sellers of alcoholic beverages in Missouri

Strategies

1. Provide an interactive online training with videos, self-checks, and self assessment
2. Provide an ability to easily access this training through the internet 24 hours per day
3. Provide this training free of charge to the server and for the bar/restaurant/liquor store owner
4. Provide feedback on completion of the SMART program to the trainee, the bar/restaurant/liquor store owner and to Missouri Division of Alcohol and Tobacco Control

Objective 3: To provide a collaborative relationship between the Division of Alcohol and Tobacco Control, Missouri's Partners In Prevention, Missouri Partners In Environmental Change, MoDOT's Highway Safety Division, University of Missouri-Columbia's Wellness Resource Center, Columbia Police Department, University of Missouri-Columbia Police Department, the Missouri Beer Wholesalers Association and the bar and restaurant owners in Missouri.

Objective 4: To market the availability of the program to include every bar, restaurant and liquor store in the state

Strategies

1. To continue to meet with, facilitate and utilize feedback from the SMART Advisory Board composed of representatives from the Missouri Division of Alcohol and Tobacco Control, Missouri Partners In Prevention, MoDOT's Highway Safety Division, University of Missouri-Columbia's Wellness Resource Center, Columbia Police Department, University of Missouri-Columbia Police Department, the Missouri Beer Wholesalers Association and the bar and restaurant owners in the State of Missouri
2. Continue to work with Missouri's Partners In Prevention (PIP) to ensure effective communications with the bar and restaurant communities in each of the twelve cities within PIP
3. Regularly attain updated database of liquor license numbers from the Missouri Division of Alcohol and Tobacco Control and update SMART database to include any new establishments and remove those that have closed

ABOUT SMART (State of Missouri Alcohol Responsibility Training)

An online server training course was originally created by the University of Nebraska-Lincoln through a grant from their Nebraska Division of Highway Safety and Division of Alcohol Control. This online training was successfully implemented in Lincoln and throughout Nebraska. The University of Missouri-Columbia contracted with University of Nebraska-Lincoln to modify their online course to create SMART. The need exists to continue to contract with the Extension Department in Lincoln, Nebraska in order to provide the needed technical support and server space for SMART.

SMART is effective in that each operating module is very visual and interactive, presenting information in a variety of ways to meet multiple learning styles. The tone is conversational,

supportive, and friendly even when the focus is on consequences. The module content and presentation accommodates a wide variety of educational backgrounds. There are links to relevant laws, policies, and web sites. Self-help and review activities and exercises provide practice and the opportunity to retake quizzes until successful and include hints and helps to facilitate the learning process. Content is presented in small, incremental steps that gradually develop towards more and more complex scenarios.

The SMART online server training consists of the following topics:

- o IDs: Valid IDs, State Accepted IDs, Checking IDs, and Spotting Fake IDs
- o What you should do when you have a law violation
- o Procuring alcohol for a minor
- o Specific establishment policies and Missouri laws
- o Sales and service to intoxicated individuals
- o How to handle spontaneous fights
- o Open container laws
- o Selling alcohol after hours
- o Employees drinking on the job
- o Officers requesting help during a disturbance

Program Features

· Manager Section

Managers can add employees and their establishment's policies completely online. They can view their employees' progress on module quizzes and how many times it took an employee to pass the quizzes, delete employees who no longer work for them, and edit their company policies when they change. Managers can also access the full course modules and have access to online help information.

· Employee Section

Employees can complete the program anywhere a computer and internet connection is available, including but not limited to the bar or restaurant, home, schools and public libraries. They can access the program at any time of the day or night. Although it takes approximately one hour to fully complete the training, servers have the ability to stop in the middle of the training and start at a later point in time in the place that they left off. Servers receive instant feedback on self-help activities and on end of module quizzes. They can review materials as many times as needed.

Program Coordination

Records of employee training completions are kept in a central location. Employees can transfer their certification when taking another job at a different business because of this central record keeping function. Program wide statistics are available centrally.

Modifications

At the submission of the 2007 grant, it was proposed to change the method of enrollment into the SMART program. Under that recommendation, dummy liquor license numbers would be submitted to the UNL database, and when a new establishment was interested in taking advantage of the SMART program, the program coordinator would sign them up under the dummy license and pass the username and password onto the manager of that establishment.

Although this is a feasible idea to utilize for volunteer groups at major sporting arenas in Kansas City and St. Louis, it was deemed that due to the sheer volume of eligible establishments, this

would be inefficient and likely cause fewer to enroll. The autonomy of being able to enroll simply by entering a valid Missouri liquor license number allows many bars and restaurants to contact the SMART Coordinator only if they have questions or technical problems, which has been found to be the preference of a majority of managers of these establishments (many of which are not open during traditional business hours).

After discussions with the programmers at University of Nebraska-Lincoln, an agreement was reached to pay for 2,700 different liquor licensees that sign up for the program, rather than any random 2,700 liquor licensees submit to them by SMART. Because of this, an updated list of liquor licenses is submitted to UNL quarterly to allow availability of SMART to even the newest bars and restaurants.

Having people sign up based on the liquor license number will also allow for easier separation of volunteer groups, bars/restaurants, and eventually off-premise license holders into three separate administrative pages for more efficient tracking of data on each of those groups.

License Fee

The annual fee to be paid to UNL is \$37,117 for 2,700 liquor license numbers. The license fee includes the following:

- Interactive, multimedia-rich, dynamic customized software individualized for Missouri and modifiable by establishment
- Instant feedback on interactive self-help activities
- Certification of successful completion of training
- Statistics (including progress and completion information) accessible by licensee or designated agency
- Automatic inclusion of all state licensees into training program
- Liaison with the licensee
- Non-technical participant support for program-related questions (does not include state-related law and policy issues)
- Technical Help Desk: 8 hours a day, 5 days a week, 8-5 p.m. CST, not available federal holidays and University closings (no toll free number)
- 24/7 online connections to Help Desk (responses provided during business hours listed above)
- Routine program maintenance
- Routine minor corrections to program
- Minor updates resulting from changes in state laws or policies

The SMART advisory board has been meeting since August 2004 to create a strategic plan for advertising SMART and for motivating bar and restaurant owners to utilize the program. The launch of SMART occurred on December 1, 2004 after a two-week pilot period when it was offered only to four bars located in Columbia and Maryville. The targeted areas, 21 municipalities recommended by MoDOT's Highway Safety Division, include the 12 PIP communities. Currently, the SMART program is offered on a first come, first served basis for 2,700 spots to all "Retail By the Drink" establishments, including seven waterfront casinos in the state. The members of the PIP and MYAA coalitions and will be utilized to communicate with their local bars and restaurants assisting in motivating the bar and restaurant owners to participate in SMART.

Bar owner meetings concerning SMART have been organized and carried out for Columbia, and there have been discussions for additional meetings in other cities throughout the state. United States Liability Insurance Group has offered a 15% credit on annual liquor liability insurance to any establishment that certifies 100% of their employees in SMART. As of April 19, 2007, two

year and five months after SMART went online, it has been used in 29 counties and 468 establishments have signed on to use it, with 4,760 employees enrolled. That is an increase of 22% for employees enrolled and 108% for establishments enrolled over the course of the past year.

Possible Changes

1. Because there are over 2,000 spots remaining for new establishments in the SMART database, the only cost from expanding SMART statewide and to OPL outlets would be a greater expense in mailing brochures and creating a marketing plan to spread the word about the program to the rest of the state, and possibly in greater expenses attached to travel in the instance the coordinator would find it necessary to travel to previously ineligible areas to promote SMART.
2. Currently, the administrative pages are divided into three groups: bars/restaurants, Kansas City volunteer groups, and St. Louis volunteer groups. At the time module three becomes available for OPL outlets, as was previously mentioned, it would be beneficial to have the ability to reorganize the administrative pages into a different set of three groups: bars/restaurants, volunteer groups, and OPL outlets. This will allow for a more efficient use of the administrative pages, and a way to track data for each of the three groups. The cost of reconfiguring the administrative pages is \$882.
3. At this time, although unfinished, module three contains minimal interactive features. To make the module more interactive and visual (such as adding new graphical, interactive, visual scenarios on intimidation, distractions, etc.; video of handling IDs where employee identifies right and wrong or is checking an ID from another state; more spoken text for those with difficulty reading; a visual of using a scanner; possibly adding some interactive elements to the self-assessments and end-of-module quiz (beyond the text-intensive design previously agreed to) would cost an additional \$15,850.

GOAL 2: Continue successful implementation of the CHEERS to the Designated Driver program, whose purpose and mission is to decrease the number of Missouri citizens who drink and drive and to coordinate community-wide designated driver programs throughout Missouri.

Target Population

The state universities and colleges as well as community groups are targeted as distribution points for program development.

The four main areas of focus will be:

1. Educate the college students in Missouri about the dangers of drinking and driving
2. Educate the college students in Missouri about what it means to be a designated driver
3. Encourage students to be or use a designated driver
4. Work with local businesses and communities to use the "Project CHEERS to the Designated Driver" program in their establishments and areas

Goals and Outcomes

1. Achieve a designated driver rate of 92% by August 2008
2. Increase the awareness of Project CHEERS 10% by August 2008
3. Increase the number of businesses that are a part of Project CHEERS by 25 before August 2008

Implementation Plan

Efforts will be made to educate students on college campuses throughout the state about issues related to drinking and driving and the importance of promoting the use of designated drivers. Special efforts will be made this year to help students understand what it means to be a designated driver. Too often students drive when they are the least intoxicated person in their group. This is a

dangerous misperception. They will work hard to educate students on the true meaning of a designated driver. Namely, a designated driver is someone who has not consumed any alcohol at all during the evening. Educational pamphlets and brochures will include the definition of a designated driver. In addition, peer educators will help to spread information about the program through use of pamphlets and brochures at all presentations on the college campuses.

Educational and promotional materials will be created and distributed to each campus for use in promoting designated drivers and discouraging drinking and driving. Promotional items will be used with discretion in order to maximize the funding of this grant.

Also, a CHEERS appreciation month will be implemented in December (chosen because December is the nationwide Drinking and Drugged Driving Awareness Month). During this month, chapter involved in the program will show their appreciation to their local CHEERS establishments. This will be accomplished by information tables in student unions. Each chapter will have business cards and posters listing all of the local CHEERS establishments and explaining the program. The cards will be handed out in each respective chapter and the posters will be placed all over the chapter campus, marketing the program before the holiday season.

Local bars and restaurants in Missouri communities will be recruited to become CHEERS bars by providing free soft drinks to the persons who identify themselves as the designated driver. The designated driver must be part of a group of two or more individuals who are consuming alcoholic beverages. In return, for their cooperation and participation, Project CHEERS will provide each business with free promotional items including pens, napkins, cups, key chains, coasters, notepads and pins for the wait staff. A state-wide poster campaign to promote designated driving will be created and promoted.

They will also work to promote joint messages with campus student groups that share similar messages about consuming alcohol and using a designated driving (e.g., STRIPES -- a campus-wide student-run program that provides MU students a safe ride home anywhere in Columbia during the evening hours of Thursdays through Sundays). They will also work to reach those students who may be drinking alcohol at locations other than bars to help them ensure that their peers are being driving home by designated drivers. This will be accomplished by listing a CHEERS ad in the off-campus housing guide and sponsoring an information table at the off-campus housing fair. Both of these are popular with students already living off campus or those moving off campus, so these resources will be great for educating this group about CHEERS.

Objectives and Strategies

1. Distribute materials to chapters on how to create and maintain a designated driver program
2. Provide each campus with educational materials for use in presentations and resource fairs to encourage students to use a designated driver and to define what it means to be a designated driver
3. Work with the Partners in Prevention (PIP) coalition on a state-wide impaired driving social-norming media campaign
4. Contact each of the state public institutions of higher education and many of the private colleges to convince the to enhance their already existing CHEERS program or to start a new CHEERS program

Strategies

- Initiate monthly contact with each chapter
 - Create a reward/recognition system to encourage participation
5. Continue to develop promotions for holidays and special events such as Collegiate Alcohol

Awareness Week (October), National Drunk Driving Awareness Month (December), Safe Spring Break (March), Project CHEERS Birthday Party (April), and Freshmen Orientation (Summer)

Strategies

- Create customized posters and business cards listing local CHEERS establishments for each chapter
- Distribute programming packets to each chapter with information and marketing ideas as well as documents to help recruit establishments and popularize the program among students

6. Continue to develop Project CHEERS promotional and educational items to be used by participating establishments and campuses

Strategies

- Create and distribute promotional items for use by the participating establishments to increase visibility and encourage the use of CHEERS
- Create and distribute items that reward establishments for participating in the CHEERS program
- Provide a training for CHEERS chapters
- Provide a brochure to distribute at participating establishments to increase knowledge of program to servers

7. Continue to work with and through the Partners In Environmental Change coalition in an effort to collaborate closely with law enforcement groups and local coalitions in each of the 12 communities to enforce laws and promote the message to use a designated driver whenever alcohol is being consumed

8. Serve as a resource to the local chapters on the creation, planning, and implementation of their prevention efforts

9. Improve the web site for chapter contacts, students and community members to visit that can provide information, statistics on drinking and driving and links to useful local and national information

10. Partner with Missouri's state wide serving training program, SMART. Both of these programs can be used to increase participation in each other. Establishments that implement CHEERS can be sent information on server training and establishments that use server training can be recruited to utilize CHEERS.

10. Use the CHEERS list-serve to communicate with chapters. It has been invaluable for exchanging ideas among the chapters and for sending documents, saving on postage

11. Build closer working relationships with non-college entities

Strategies

- Work with Alcohol and Tobacco Control to determine communities that would benefit most from a CHEERS chapter
- Work with the Mid-Missouri chapter of Mothers Against Drunk Driving (MADD) to create community awareness about drunk driving

12. Continue to utilize the Partners In Prevention effort to increase communications with the campuses

Strategies

- Participate in the monthly PIP meetings
- Utilize the PIP list serve, newsletter and web page for promoting CHEERS
- Participate in trainings and conferences

13. Continue to utilize local campus/community coalitions to gain support for the CHEERS program

Strategies

- Actively seek the establishment of Project CHEERS through campus/community coalitions
- Communicate with existing coalitions the importance of their participation and continued support

GOAL 3: Successfully implement the Missouri Partners in Prevention Drive Safe. Drive Smart program by educating Missouri college students and distracted driving, drinking and driving, speeding, aggressive driving, seat belt use, etc.

Target Population

Target population includes prevention professionals, students, and community coalition members at each of the twelve state institutions involved in the Partners in Prevention statewide coalition.

Outcomes

1. Increase in the number of campus/community coalitions throughout the state that are addressing impaired driving and safety (drinking and driving, distracted driving, and seatbelt use) as a primary issue
2. Increase in the skill level of those students and professionals who participate in training opportunities
3. Decrease in the number of traffic fatalities involving alcohol in each of the communities surrounding the twelve member campuses
4. Decrease in the number of students driving while intoxicated
5. Increase in the accuracy of students' perception of their peer's drinking and driving and other traffic safety behaviors

Implementation Plan

Partners in Prevention will address drinking and driving, distracted driving, and seatbelt use issues on the twelve participating campuses by providing adequate training to participating members, providing updated resources, assisting in the facilitation of campus-community coalitions, collaborating with the CHEERS to the Designated Program, and continuing the CORE Alcohol and Drug Survey.

Partners in Prevention holds monthly meetings for its members and their colleagues. Each meeting includes training on issues related to substance abuse, coalition building, and law enforcement. With the recent development of a sister coalition, Partners in Environmental Change, separate training for law enforcement and leaders of community coalitions are held at the same time as the Partners in Prevention meetings. During the monthly meetings of Partners in Prevention and Partners in Environmental Change, the participants will receive training on drinking and driving and distracted driving issues, traffic safety, and substance abuse. Each spring, Partners in Prevention implements an annual survey. In spring 2007, the Missouri College Student Health Survey was implemented (CORE Alcohol and Drug Survey was used in past years) to determine alcohol use patterns and consequences to students at the twelve public institutions of higher education. Questions regarding drinking and driving, distracted driving, and seat-belt use were included.

Partners in Prevention currently provides educational materials and resources to the twelve member institutions. The "Drive Safe. Drive Smart." campaign which includes educational materials, such as brochures and posters, designed in the previous fiscal year will be reprinted and continue to be disseminated. New resources for the campaign will also be developed, using multimedia and web resources. A special emphasis will be placed on training prevention professionals, student peer educators, and law enforcement officers to facilitate educational programs and discussions for students on distracted driving, driving while intoxicated, and seatbelt use.

Partners in Prevention, in cooperation with the Missouri Safety Center, will present the "Campus Battle of the Belt," a seat belt competition between Missouri colleges and universities. The campuses compete to increase seat belt usage among students, thereby saving lives. An observational seat belt survey will be conducted before and after the Drive Safe. Drive Smart. educational blitz to determine the effectiveness of the educational efforts as evidenced by a change in seat belt usage among the students.

College students are an important target audience as shown in a recent study conducted by the Missouri Department of Transportation in conjunction with the Missouri Safety Center. Young drivers comprise only 11% of the licensed drivers but are involved in 29% of the traffic crashes in the state. In the past three years, nearly 600 young people died in Missouri traffic crashes and 78% of those were not wearing seat belts.

One person at each campus serves as the main contact for correspondence and information. Special recognition and the "Championship Belt" will be awarded to the campus with the highest overall safety belt use rate and special recognition will be awarded to the campus with the most improved safety belt use rate. The Missouri Safety Center has agreed to provide the technical support and evaluation for the safety belt checks.

Due to the Partners in Environmental Change coalition, each institution of higher education will create or join campus-community coalitions related to high risk alcohol abuse. Partners in Environmental Change program will be instrumental in helping communities design and implement strategic plans which address high risk alcohol use issues, such as drinking and driving.

A social norming campaign, originally developed in fiscal year 2004, will be continued with new social norming data from the 2006 and 2007 Core Alcohol and Drug Surveys. The print-media campaign, which uses the slogan, Most Missouri College Students Don't Drink and Drive, features representatives from the twelve Partners in Prevention institutions.

Currently exclusively a poster campaign, Partners in Prevention plans to implement a print media campaign including billboards, bookmarks, additional posters, table tents, and other print items. Training from the National Highway Traffic Safety Administration (implemented in the 2006 fiscal year) on media advocacy will assist the coalition in marketing and promoting the campaign.

Efforts will be made to educate students on college campuses throughout the state about issues related to drinking and driving and the importance of promoting the use of designated drivers. Most importantly, educational efforts will include defining a designated driver as someone who has had no alcohol to drink rather than the least drunk person in the group. Educational and promotional materials will be created and distributed to each campus for use in promoting designated drivers and discouraging drinking and driving. Partners in Prevention will continue to partner with the CHEERS to the Designated Driver program to define the designated driver and provide social norming statistics to students.

Purpose of a collaborative partnership between the Highway Safety Division and Partners in Prevention:

- To use the statewide coalition of public institutions of higher education in Missouri and relevant state agencies (the Missouri Division of Alcohol and Other Drug Abuse, Missouri Division of Alcohol and Tobacco Enforcement and the Missouri Highway Safety Division) to collaboratively develop strategies for reducing drinking and driving, increasing seatbelt use, and decreasing

administrative pages.

- Attended two DUI/DWI strategic planning sessions with MoDOT, and helped formulate how SMART can play a part in reducing alcohol-related crashes in the state.
- Assisted in conference calls throughout the quarter for the development of a new program, Student Alcohol Responsibility Training (START), implemented by a co-worker operating under a SPF-SIG.
- The May PIP meeting was dedicated to CHEERS and SMART strategic planning to improve the programs and support for the campuses.

CHEERS

- Approximately 75 posters for the designated driver campaign were distributed this quarter. The designated driver poster campaign includes two posters. One educates students about the program and the other defines a designated driver.
- CHEERS information cards (with participating establishment list and social norming and designated driver use) were printed for and delivered to University of Missouri-Columbia.
- Continued to promote the CHEERS message to use a designated driver by educating Missouri college students who inquire about the program.
- The May PIP meeting was dedicated to CHEERS and SMART strategic planning to improve the programs and support for the campuses.
- Continued to promote the CHEERS message to use a designated driver by educating Missouri college students who inquire about the program.
- At the April Bacchus Regional Conference, Meeting of the Minds, a CHEERS breakout session was held. This was a great opportunity for individuals from campuses all across the state to discuss how to better implement the CHEERS program on their campus and in their community.
- A new CHEERS handbill was created this quarter, to be distributed to both establishments and students.
- Tabled at Meeting of the Minds where we informed people about the program, encouraged them to use it, and handed out CHEERS promotional items to approximately 350 students and prevention professionals.
- CHEERS sponsored a "Mocktails" even at Meeting of the Minds.
- Tabled at a campus-wide gambling prevention speaker, and handed out CHEERS wallet cards and other promotional items to a majority of the 600 students in attendance.
- Encouraged CHEERS chapters across the state (including those outside of PIP) to use CHEERS promotional items to market the program at their events.
- Filled and delivered orders for many of the CHEERS establishments across the state.
- Sent out reminder letter in April to all participating establishments in Columbia. This serves as both a reminder about the program, request for orders, and a way to promote the SMART program. Encouraged all other chapters to do this as well.
- Sent out mailings to several CHEERS chapters as requested across the state.
- Recruited a number of new establishments throughout the state.
- Presented at a bar owner meeting in Kansas City to 9 establishments, five of which signed up for SMART at the event.

Drive Safe. Drive Smart.

- Brought in Meeting of the Minds keynote speaker, Russ Burris of Columbia, who told his story of falling asleep at the wheel and being paralyzed as a result at the April conference.
- Tabled at Meeting of the Minds where we informed people about the program, and handed out Drive Safe. Drive Smart. promotional items to approximately 350 students and prevention professionals.

25,000 in Columbia.

- Developed advertisement to run in the University of Missouri Off-Campus Housing Guide, which is distributed to over 7,000 students.

Drive Safe. Drive Smart.

- Worked on coordinating a speaker to present at Meeting of the Minds. Worked with Russ Burris of Columbia to tell his story of falling asleep at the wheel and being paralyzed as a result at the upcoming April conference.
- Continuation of website <http://drivesafedrivesmart.missouri.edu>, a resource on driving issues for college students.
- Tabled in conjunction with gambling prevention coordinator to discourage drinking and driving on Super Bowl weekend. Reached an audience of approximately 150 MU students.
- Ran a guest column titled "Buzzed Driving is Drunk Driving" for St. Patrick's Day in the University of Missouri newspaper The Maneater.
- (<http://www.themaneater.com/stories/2008/3/14/buzzed-driving-still-drunk-driving/>)
- Tabled at the University of Missouri's Safe Spring Break Resource Fair where we informed people about the program and encouraged safe driving practices over the spring break to approximately 450 students. Along with other promotional items, we handed out DSDS atlases to students who would be travelling during the break.
- Developed advertisement to run in the University of Missouri Off-Campus Housing Guide, which is distributed to over 7,000 students annually.
- Began implementation of the Missouri College Health Behavior survey
- Data was tabulated by the Missouri Safety Center for two safety belt checks (pre and post intervention) performed on each campus during September and continued in October for campus Battle of the Belts campaign. Data can be found in Attachment B.

April - June 2008

SMART

Marketing

- ATC agents across the state have requested brochures to distribute to bars and restaurants in their areas. SMART is also being used by some state ATC agents as consequence of alcohol violations.
- SMART brochures have been distributed to many people throughout the state - ATC, wholesalers, local coalitions, etc. They are also included with an introduction letter in every CHEERS delivery that goes out in Columbia, and will soon happen with all CHEERS chapters in the state.
- Collaborated with Missouri Petroleum Marketers & Convenience Store Association (MPCA) to promote SMART in weekly newsletters to 500 convenience store businesses (many with multiple locations) throughout the state.
- Presented at a bar owner meeting in Kansas City to 9 establishments.
- Presented to over 100 law enforcement professionals at a EUDL conference in June.

Planning & Organization

- Columbia Police Department will continue to encourage establishments to participate and will hand out brochures to bars and restaurants.
- CPD has also conducted several compliance checks at bars, restaurants, convenience stores, and grocery stores around Columbia. The current pass rate is approximately 50%. Both myself and CPD officers are informing all establishments of the SMART program after the compliance checks.
- Continued work with University of Nebraska-Lincoln to reorganize and reformat the SMART

we used this as an opportunity to brainstorm some new retention ideas with participants.

Publicity

The launch of the retail Module combined with an official endorsement from Governor Matt Blunt led to a great deal of press during this quarter. Some of the publications and news organizations SMART has been mentioned in include:

- Columbia Daily Tribune (2 articles)
- University of Missouri's school paper, The Maneater
- Springfield News-Leader
- The Daily Journal
- KRCG News
- www.ozarksfirst.com, www.alcoholfreechildren.org, www.stjoechannel.com

Planning & Organization

- At the January meeting for the Columbia Coalition, Access to Alcohol Action Team, promotion of SMART was discussed in depth. University of Missouri's Greek Life is looking into making participation in SMART mandatory for all establishments on their "approved event location" list. Columbia Police Department will continue to encourage establishments to participate and will hand out brochures to bars and restaurants.
- Worked with University of Nebraska-Lincoln to reorganize and reformat the SMART administrative pages.
- Worked with Centerplate's volunteer coordinator to work on a new database for the Kansas City area volunteer groups.

CHEERS

- Approximately 150 posters for the designated driver campaign were distributed this quarter. The designated driver poster campaign includes two posters. One educates students about the program and the other defines a designated driver.
- In addition to the campaign posters above, an additional 200 posters promoting the program have been distributed to campuses throughout the state this quarter.
- CHEERS information cards (with participating establishment list and social norming and designated driver use) were printed for and delivered to University of Missouri-Columbia and Washington University.
- Continued to promote the CHEERS message to use a designated driver by educating Missouri college students who inquire about the program.
- Disseminated CHEERS materials at events at campuses statewide for Safe Spring Break events on all PIP campuses.
- Tabled at the University of Missouri's Safe Spring Break Resource Fair where we informed people about the program, encouraged them to use it, and handed out CHEERS wallet cards to approximately 450 students.
- Encouraged CHEERS chapters across the state (including those outside of PIP) to use CHEERS promotional items to market the program at their events.
- Filled and delivered orders for many of the CHEERS establishments across the state.
- Sent out reminder letter in January to all participating establishments in Columbia. This serves as both a reminder about the program, request for orders, and a way to promote the SMART program. Encouraged all other chapters to do this as well.
- Sent out mailings to several CHEERS chapters as requested across the state.
- Recruited a number of new establishments throughout the state.
- Developed advertisements to run in the Columbia Add Sheet, which has a circulation of over

- o Golf cart tabling - using the Wellness Resource Center's golf cart as a mobile tabling device. Showed to be extremely effective in reaching a large number of students in a variety of spots throughout campus. Was much more effective than a traditional tabling event.
- o Distributed information at the Fall Welcome Resource Fair on how to drive responsibly and safely
- o Table at Alcohol Responsibility Month Resource Fair emphasizing seatbelt use and not drinking and driving.
- Continuation of website <http://drivesafedrivesmart.missouri.edu>, a resource on driving issues for college students.
- A new campaign was launched for the kick off in fall 2007. The design for this campaign is a series of posters and handbills using road signs to create an eye-catching, bold look. Feedback from a PIP meeting over the summer was used to develop the new campaign to best meet the needs of each campus. This campaign can be viewed in full on the Drive Safe. Drive Smart. website.
- Tabled at the University of Missouri's Safe Holiday Break Resource Fair where we informed people about the program and encouraged safe driving practices over the holiday break to approximately 550 students. We displayed a tree where students could place a ribbon on the tree if they pledged to make responsible driving choices over the holiday break. We had 116 students sign pledge cards at this event.
- At the December 7, 2007 PIP meeting, the Battle of the Belts winners were announced for the 2007 competition. The results can be seen in Appendix B. The winners were presented with a plaque at the Meeting of the Minds Conference in April 2008.

January 2008 - March 2008

SMART

After months of planning and preparation, SMART for retailers was finally launched on March 5, 2008. A number of conference calls were held with the programmers out of Nebraska early in the quarter, and Nancy McGee and I met in early February to do a final review of the content for the new Module. Throughout late January - early February, a handful of establishments were recruited to participate in the SMART pilot launch which took place February 13-18. This pilot launch was the last step to work out any remaining programming bugs in the system before the live launch on March 5.

Marketing

- A majority of the alcohol wholesalers we've spoken to are more than happy to help us promote SMART. Approximately 10 wholesalers have already requested SMART brochures to be included in their billing statements to customers and on delivery trucks.
- ATC agents across the state have requested brochures to distribute to bars and restaurants in their areas. SMART is also being used by some state ATC agents as consequence of alcohol violations.
- A new SMART brochure was designed and was printed early in the quarter. This brochure reflects the addition of the liquor store module to the services we provide. These brochures have been distributed to many people throughout the state - ATC, wholesalers, local coalitions, etc. They are also included with an introduction letter in every CHEERS delivery that goes out in Columbia, and will soon happen with all CHEERS chapters in the state.
- Collaborated with Missouri Petroleum Marketers & Convenience Store Association (MPCA) to promote SMART in weekly newsletters to 500 convenience store businesses (many with multiple locations) throughout the state.
- In March we held a meeting for all bar owners in the Columbia area to inform them about SMART and CHEERS. Many of the establishments were already enrolled in both programs, so

attempt to reduce the level of negative incidents in their establishments by encouraging them to participate in SMART.

- Three conference calls were held with the University of Nebraska-Lincoln to work out logistics with the SMART Retail Module.
- Brainstorming for the marketing of the retail module occurred.

CHEERS

- Approximately 200 posters for the designated driver campaign were distributed this quarter. The designated driver poster campaign includes two posters. One educates students about the program and the other defines a designated driver.
- In addition to the campaign posters above, an additional 300 posters promoting the program have been distributed to campuses throughout the state this quarter.
- CHEERS information cards (with participating establishment list and social norming and designated driver use) were printed for and delivered to University of Missouri-Columbia, Washington University and Truman State University.
- Disseminated CHEERS materials at events at campuses statewide for Alcohol Responsibility Month in October.
- Sponsored University of Missouri's 12-hour walk for alcohol responsibility (800+ in attendance).
- Tabled at University of Missouri's Alcohol Responsibility Month resource fair where we informed people about the program, encouraged them to use it, and handed out CHEERS wallet cards to over 900 students.
- Tabled at the University of Missouri's Safe Holiday Break Resource Fair where we informed people about the program, encouraged them to use it, and handed out CHEERS wallet cards to approximately 550 students.
- Encouraged CHEERS chapters across the state to use CHEERS promotional items to market the program at their orientations and other events.
- Worked with local businesses and communities to use the Project CHEERS to the Designated Driver program in their establishments and areas.
- Filled and delivered orders for many of the CHEERS establishments across the state.
- Sent out reminder letter in September to all participating establishments in Columbia. This serves as both a reminder about the program, request for orders, and a way to promote the SMART program. Encouraged all other chapters to do this as well.
- Sent out mailings to several CHEERS chapters as requested across the state.
- Recruited a number of new establishments throughout the state.
- Continued development of Missouri College Student Health Survey to be conducted in the spring which will gather important data for future programs

Drive Safe. Drive Smart.

- Continued development of Missouri College Student Health Survey to be conducted in the spring which will gather important data for future programs
- Conducted two safety belt surveys (pre and post education) on twelve public universities
- Implemented campaign on all campuses to encourage students to drive responsibly through education.
- October signaled the end of the Drive Safe. Drive Smart. kickoff event for most campuses. Events that were held at MU (some may have been held in September 2007)
 - o Hanging of posters around campus and in the residence halls
 - o Tricycle obstacle course while wearing Fatal Vision Goggles
 - o Seatbelt Convincer from the Highway Patrol (9/26 and 10/10)

- Postcards that publicize availability of SMART to be mailed to all "Retail By the Drink" establishments in the state

For the upcoming year, the graphic designer will play a vital role in implementing new projects that will improve awareness of the need to use a designated driver as well as providing the correct definition of a designated driver. Students recognize the need to use a designated driver, but there is also a need to educate the students about what a designated driver actually is. Therefore, in the next year there will be a number of educational materials that will need to be produced to explain the true definition of a designated driver. In addition, there needs to be a continued education for the legal consequences of drinking and driving. In 2003, the state of Missouri joined the majority of the states and lowered the legal level of intoxication to .08%. Educating students about drinking and the lower legal level may help deter them from drinking and driving.

The graphic designer will produce:

- Art for all promotional items
- Social norming campaigns
- A comprehensive and innovative web site for each of the three programs
- A postcard for state-wide mailing to publicize eventual availability of SMART to all off premise liquor license outlets in the state
- A handbook on how to develop and maintain a designated driver program
- Articles promoting CHEERS in monthly, quarterly and weekly newsletters
- Brochures to educate the public on the true definition of a designated driver
- Brochures to educate students on the dangers of distracted driving (while on their cell phone, reaching for something in the car, etc.) and aggressive driving
- Business cards listing the CHEERS establishments in each chapter
- Posters to be hung in every statewide establishment explaining the CHEERS and SMART programs to customers
- Posters to be placed in chapter campuses listing local CHEERS establishments
- Posters to be hung on every campus educating students on the dangers and consequences of distracted driving

RESULTS:

October - December 2007

SMART

- Continued efforts to get SMART brochures available in City Clerk's Offices around the state, as this is the site in many cities where establishment owners must obtain their liquor licenses.
- Approximately 10 wholesalers requested SMART brochures to be included in their billing statements to customers and on delivery trucks.
- Alcohol and Tobacco Control placed a link to SMART on their website. ATC agents across the state requested brochures to distribute to bars and restaurants in their areas.
- A new SMART brochure was designed and was printed early next quarter. This brochure reflects the addition of the liquor store module to the services we provide. The remaining old brochures were distributed to many people throughout the state - ATC, wholesalers, etc. They were also included with an introduction letter in every CHEERS delivery that goes out in Columbia, and will soon happen with all CHEERS chapters in the state.
- Attended coalition meeting in Warrensburg to address an increased problem they are experiencing in their bar community with poor behavior in their establishments. Worked with several of the bar owners, city council members and the local ATC agent in that community to

effective prevention efforts

Strategies

- To facilitate idea sharing and collaborative programming possibilities at the monthly meetings
 - To use the Partners in Prevention web site and a list serve to enhance on-going collaborative programming possibilities related to drinking and driving, impaired driving, and seatbelt use
 - To continue to collect baseline data on students at all participating Missouri colleges and universities regarding drinking and driving, distracted driving, and seatbelt use
 - To create resources and other training materials on impaired driving for each of the twelve member institutions such as posters and brochures on drinking and driving, distracted driving, and seatbelt use
 - To enhance and expand a statewide education and media campaign called "Drive Safe. Drive Smart."
 - To enhance and expand a statewide social norming campaign for college students on distracted driving and seatbelt use, based on data from the Spring 2006 Core Alcohol and Drug Survey
5. To provide resources to campus and community law enforcement agencies to enforce laws and/or provide education to drivers regarding safe driving behaviors

Strategies

- To provide funding for regular safety belt checkpoint operations on Missouri's 12 college campuses and in their surrounding communities
- To provide funding for impaired driving checkpoint operations on Missouri's 12 college campuses and in their surrounding communities
- To publish a brochure about safe driving behaviors and other materials for law enforcement to distribute to students and the general public during the safety checkpoint operations
- To implement the 2nd Annual Missouri Colleges Battle of the Belt program

Educational Marketing and Promotion

It is imperative that students be educated and reminded often about the dangers of drinking and driving, distracted driving, the importance of using a designated driver and what it means to be a designated driver. This educational information needs to be seen frequently and in a variety of locations including where students live, study, and socialize. Students are beginning to remember and understand social norming messages that have been provided. It is imperative that this important message be conveyed through a variety of mediums.

The graphic designer will create a comprehensive marketing/communication plan to address drinking and driving issues. The graphic designer has been a phenomenal asset to these projects over the past few years. While much has been done to educate students and community members, greater steps need to be taken to increase the understanding of the negative impact of drinking and driving and distracted driving, and the role everyone can play in the solution by supporting the concept of designated drivers. Students feel that they have heard it all before. Creative ways to persuade students need to be developed and put into action. The graphic designer is a talented artist with the ability to produce creative methods for communicating these messages. Over the past year the graphic designer has helped CHEERS, SMART and Drive Safe. Drive Smart. by producing social norming messages and educational materials included in the following publications:

- Generic posters and brochures explaining each program that can be hung in or distributed at each chapter's establishments and/or campus
- Business cards for promoting CHEERS which are distributed to all freshmen students during their summer visits and to the entire student population throughout the year

distracted driving behaviors among Missouri college students. This will be achieved through training, communication, and a statewide social norming campaign on drinking and driving. This project will be called "Safe Roads Initiative."

- To provide university administrators, campus prevention staff, and students with training and educational materials to understand the dangers of other driving behaviors, such as distracted, drowsy, and aggressive driving and prevention strategies for decreasing these behaviors in the college student population.
- To empower law enforcement on campuses and in communities to enforce laws regarding unsafe driving behavior and to use traffic enforcement operations to reinforce the message about safe driving behaviors.

Objectives and Strategies

1. To use the established communication network among the public institutions of higher education in Missouri and the Missouri state agencies to create effective strategies for addressing the issues of drinking and driving, distracted driving, and seatbelt use

Strategies

- To use monthly meetings/workshops of professionals and students from each participating institution and state agencies to discuss relevant prevention issues related to drinking and driving, distracted driving, and seatbelt use
 - To use the Partners in Prevention web site and list serve for on-going communications of coalition members
 - To include drinking and driving and distracted driving prevention education in "Journeys", the quarterly newsletter of Partners in Prevention as well as information about seat belt safety
 - To support the state conference in the spring of each year through funding for educational workshops and keynote speakers for college professionals and student peer educators
2. To provide on-going training opportunities for professionals and students that address effective environmental management strategies for:
- Decreasing the abuse of alcohol and other drugs on campus and in the community
 - Preventing drinking and driving and distracted driving
 - Increasing seatbelt use

Strategies

- To sustain monthly meetings/workshops for professionals and students from each participating institution and state agency to discuss and receive strategy-focused trainings about relevant prevention issues such as alcohol availability, alternative alcohol free programming, existence of mixed messages, policy review, traffic safety and social norming
- To continue collaboration with the National Highway Traffic Safety Administration to receive media training

3. To facilitate an evaluation effort that includes needs assessments, establishment of baseline data of students' usage patterns and measuring the effectiveness of policy changes and program implementation over the grant period

Strategies

- To provide the Missouri College Student Health Behavior Survey (formerly the Core Alcohol and Drug Survey) for each participating campus in order to continually collect baseline data statewide and pre and post testing
 - To provide the Environmental Assessment Instrument created by the US Department of Education for each campus to assess their campus and city environment
 - To provide technical assistance on the evaluation efforts through site visits to each campus as requested
4. To provide resources that the campuses can access in order to create on-going, creative and

- Continuation of website <http://drivesafedrivesmart.missouri.edu>, a resource on driving issues for college students.
- Tabled at a campus-wide gambling prevention speaker, and handed out Drive Safe. Drive Smart. promotional items to a majority of the 600 students in attendance.
- Beginning to work on organizing a student peer education group on Mizzou's campus to bring safe driving issues to the minds of our students. It is our hope that this group would serve as a model for other PIP campuses.

July - September 2008

SMART

- Participated in bi-weekly conference calls for the development of START (Student Alcohol Responsibility Training), a program similar to SMART for Missouri College Students.
- Presented at the NHTSA Impaired Driving Technical Assessment Panel in August about our initiatives with these three programs.
- Sat in on compliance checks with Columbia Police Department, and informed establishments that failed about the SMART program and how it could prevent sales to minors in the future.
- Held a conference call with University of Nebraska-Lincoln to discuss changes to the original SMART modules and administrative page set up. These changes should take place next quarter.

CHEERS

- Disseminated CHEERS materials at tabling events for UMC's Summer Orientation. We view this as especially impacting, as approximately 7,000 incoming students come to campus knowing that using a designated driver is the norm.
- Conference Call and training session with new contacts at Missouri University for Science and Technology, Missouri State University and St. Louis University.
- Tabled at the University of Missouri's Fall Welcome Resource Fair where we informed people about the program, encouraged them to use it, and handed out CHEERS wallet cards to approximately 1200 students.
- Distributed information about what it means to be/use a designated driver and what businesses in the area are CHEERS establishments
- Printed new CHEERS cards for the University of Missouri and Columbia College.

Drive Safe. Drive Smart.

- Developed new educational and promotional items for the 2008-2009 Drive Safe. Drive Smart. campaign.
- Conducted a training to the Partners in Prevention Coalition in August about the Drive Safe. Drive Smart. program, new materials that would be available for the 2008-2009 school year, programming ideas, etc.
- Presented to a group of peer educators in September about the importance of driving responsibility.
- Continued to use PIP as a forum to be in contact with DSDS contacts at the thirteen public universities
- Contracted the Missouri Safety Center to conduct seatbelt survey in order to achieve uniform results and assist DSDS coordinators on each campus.
- Missouri Safety Center conducted initial seatbelt survey on twelve of the thirteen PIP campuses. (Harris Stowe University affiliated with PIP too late to be added to Missouri Safety Center's program this year).
- A variety of events took place on the twelve campuses. Some education efforts are:
 - o Hanging of posters around campus and in the residence halls

- o Tricycle obstacle course while wearing Fatal Vision Goggles
 - o Seatbelt Convincer from the Highway Patrol
 - o Golf cart tabling - using the Wellness Resource Center's golf cart as a mobile tabling device.
- Showed to be extremely effective in reaching a large number of students in a variety of spots throughout campus. Was much more effective than a traditional tabling event.
- Distributed information at the Fall Welcome Resource Fair on how to drive responsibly and safely
-

FUNDING:

410 : \$224,400.84

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Detect Drugs in Blood

PROJECT NUMBER:

08-154-AL-68

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Drivers Under the Influence

AGENCY NAME:

Southeast MO State University

AGENCY CONTACT:

Dr. Philp Crawford

PROJECT DESCRIPTION:

The laboratory is now ready to validate the ELISA system to shift over to testing blood for drugs of abuse. The advantage of testing blood is that the presence of the drugs in the blood system will provide better evidence of DWI cases. Drugs present in urine only show prior use, while drugs in blood show current use.

The laboratory examiners will work with the graduate students and faculty from the Southeast Missouri State University Master's of Natural Science (Forensic Emphasis) program to validate and then implement the testing of blood for drugs of abuse. This process will utilize the ELISA system for screening the blood for drugs and a gas chromatograph/mass spectrometer to confirm the presence of the drugs.

Before a procedure can be used on casework it must be validated, which means that it must be tested on known samples and on outside proficiency tests or blind samples. The objective testing shows that there is not any bias in the methodology and that the methods are precise and accurate. Examiners will establish validation criteria and train graduate students to operate equipment and handle samples to conduct the validation testing. The use of graduate students will allow the examiners to continue to process casework while overseeing the development of the new methodology.

In addition to the students there will be a need for reagents, consumable supplies and proficiency samples.

The first step will be the validation of the ELISA screening system for use in the detection of drugs in blood. It will determine what drugs can be screened for and what levels would constitute a positive screen.

The second step will be to develop the procedures to confirm the presence of the drugs. This will be accomplished with the use of the gas chromatograph/mass spectrometer.

There are a number of procedures that already exist for both of these steps. However, it is necessary to establish that the individual pieces of equipment and the analysts at the laboratory can accurately detect and confirm the presence of the drugs before using the technology on casework.

The first step in this process should take no longer than six months. The second step should be completed within a year from the start date. This project will utilize one graduate student at 20 hours per week and an examiner at ten hours per week, for approximately 50 weeks or one year.

The result of this project will be the implementation of procedures to allow the laboratory to conduct screening for the presence of drugs in blood and confirmation of drug presence in DWI casework. At this time, toxicology work other than blood alcohol is only being done at the Highway Patrol Lab in Jefferson City. This grant will provide to a second state-funded laboratory in another region the capability to test for drugs in blood.

The Director of the Lab and Faculty Advisor will periodically, no less than quarterly, review the progress of the validation process to verify that it stays on track and is ultimately incorporated into casework. A written progress report will be given to the Highway Safety Division on a quarterly basis.

Objective evaluations:

1. That the ELISA system and toxicology kits are working properly for the detection of drugs in blood.
Verified by Outside Proficiency Testing and other appropriate known standards.
2. That the extraction procedures selected are working properly for the detection of drugs in blood.
Verified by Outside Proficiency Testing and other appropriate known standards.
3. That the GC/MS is able to detect and confirm the presence of drugs in blood at the levels tested.
Verified by Outside Proficiency Testing and other appropriate known standards.

PROBLEM IDENTIFICATION:

Driving While Intoxicated (DWI) continues to be a serious problem. One aspect of convicting individuals of DWI is the ability to prove impairment. Blood Alcohol "per se" levels have been established for many years and have had many clinical trials to support the determination of impairment. Identification of drugs in body fluids is possible, but there have not been, nor is it likely that there will be, sufficient human studies done to establish "per se" levels of drugs to determine impairment. Therefore law enforcement must use officer observations combined with the detection of drugs in body fluids to support the conclusion of impairment or DWI.

Caseload for 2005 included 327 Toxicology cases. Two hundred twenty-two were DWI cases, and of that number 151 or 68% were polydrug cases (more than one drug detected). An additional 164 were blood alcohol cases, with 76 of those being DWI cases and the remainder coroner cases. The collection of only one type of body fluid (blood) would make the collection, storage and transportation process easier for the officers and the laboratory.

The SEMO Regional Crime Lab currently tests for drugs of abuse in urine, which shows prior use. The ability to test for drugs of abuse in blood would show current use and would help in the resolution of DWI cases.

The SEMO Regional Crime Lab serves city, county and state law enforcement officials located in a 16 county area of Southeast Missouri. The laboratory currently has the capability to test blood for blood alcohol content and urine or eye fluid (vitreous humor) for the presence of drugs. Equipment that was purchased with Highway Safety Grant funds has allowed the laboratory to increase its capacity to test more samples in a more timely fashion. The ELISA system has been validated on procedures that were already being utilized at the laboratory for detection of drugs in

urine. It was necessary to do this to show that the new system was equivalent to what had been done before as well as to keep casework current.

GOALS AND OBJECTIVES:

The goal of this project is the implementation of procedures to allow the laboratory to conduct screening for the presence of drugs in blood and the confirmation of the drug present in DUI casework.

RESULTS:

This project was slow initially getting off the ground due to difficulties in obtaining the toxicology test kits from Immulysis Corporation and the software required for conversion data. However, the validation of the ELISA screening system for use in the detection of drugs in blood has now been completed for the following drugs: Amphetamine, methamphetamine, barbiturates, benzodiazepines, cannabinoids, and cocaine metabolite. In addition, as part of this project a validation study was also performed for the carisaprodal test kit, and this has now been added to the standard lists of tests. This work has demonstrated that the presence of drugs in blood can be accurately detected and confirmed. As a result, the Toxicology section of the Missouri State Highway Patrol Troop E Crime Laboratory is using this technology on casework. This has expanded the capabilities of the lab and is helping to reduce the State's backlog in toxicology analysis.

FUNDING:

154 : \$16,715.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Alcohol Projects

PROJECT NUMBER:

08-154-AL-57

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement Officers

AGENCY NAME:

Missouri Southern State University

AGENCY CONTACT:

Mr. Wayne Thomason

PROJECT DESCRIPTION:

In an effort to provide this alcohol-related training to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations: Springfield, West Plains, Rolla, Harrisonville, Nevada, Osage Beach, Cape Girardeau, Kennett, Potosi, Joplin and Sullivan/Union area. This grant will allow law enforcement agencies to send their entire department to this training during this contract year. Historically, most departments could only afford to send several officers a year to this training.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of this training. Most agencies will be able to attend the training because the locations of the training are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

Eligible students will consist of officers from Missouri governmental agencies who are involved in the traffic support function or will follow such training. All eligible students must meet the requirements under Missouri statutes for P.O.S.T. This verification of eligibility will be made through class and reimbursement rosters that identify the trainees' name, rank, social security number, jurisdiction, DPS date of certification, and status. Missouri Southern State University Law Enforcement Academy will be responsible for verifying eligibility of all students for instruction under this agreement. Students and/or their departments will be responsible for providing the travel, room, and board for their officers attending.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related

traffic crashes.

The responsibility of insuring highway safety in the State of Missouri rests primarily on the shoulders of state, county and municipal law enforcement officers. As such, it is imperative that officers are well trained in the areas of awareness, recognition, execution, and enforcement of alcohol-related statutes and regulations.

Aside from manpower shortages, inadequate training is the greatest impediment to diligent enforcement of alcohol-related offenses. Most state, county, and municipal law enforcement agencies do not have the financial resources to send their officers long distances to receive specialized alcohol-related training.

GOALS AND OBJECTIVES:

GOAL:

1. The goal of this project is to provide law enforcement officers in defined regions of the state the opportunity to receive comprehensive alcohol-related training.
2. Increase the awareness of alcohol-related issues among law enforcement officers and improve their skills such as report writing, courtroom testimony, etc.
3. Increase conviction rates of alcohol-related offenses in jurisdictions where law enforcement officers have received the training by improving their skills.

OBJECTIVES:

Missouri Southern State University will prepare all instructional materials, schedule and advertise the training programs, maintain the appropriate training records, provide P.O.S.T. CEU's, and provide the following training programs:

Type III BAC Course - This 25-hour Department of Health approved course will train officers on the rules and regulations relating to breathalyzer instruments. Officers will also conduct "hands-on" exercises.

Standardized Field Sobriety Testing - This is a "hands-on" course designed to train officers with the necessary skills to correctly perform standardized field sobriety testing.

D.W.I. Detection/Checkpoints - This course is designed to assist officers in detecting D.W.I. drivers and "how-to" conduct D.W.I. checkpoints. Officers will participate in an actual D.W.I. Checkpoint operation.

Small Department D.W.I. Enforcement Strategy Training - This course is designed for law enforcement agencies to assist in development strategies for a year-round D.W.I. Enforcement program. This course provides officers with the knowledge and skills to develop a community plan utilizing available resources to reduce the number of D.W.I. related fatalities. The program is 8 hours.

RESULTS:

From October 1, 2007 through September 30, 2008 Missouri Southern State University Criminal Justice Programs presented 17 DWI related training programs to 241 law enforcement officers in the following locations; Warsaw, Neosho, Osage Beach, Joplin, Branson, Bolivar, Butler, St. Roberts, Monett, Poplar Bluff, Waynesville, Bates County, and Potosi.

Four Standardized Field Sobriety Testing training programs were conducted in Butler, Warsaw,

Neosho and Bates County training a total of 49 officers.

Three BAC Type III Permit Courses were conducted in Joplin training a total of 56 officers.

Five Sobriety Checkpoint Supervisor training programs were presented in Joplin, Bolivar, St. Roberts, Branson and Monett, training 65 officers.

Five Small Department DWI Enforcement Strategy programs were conducted in Poplar Bluff, Osage Beach, Branson, Waynesville, and Potosi training 71 officers.

FUNDING:

154 : \$66,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Attorney Training, Equip., Reference Mat

PROJECT NUMBER:

08-154-AL-207

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

MO Dept. of Revenue

AGENCY CONTACT:

Mr. Omar D. Davis, Director

PROJECT DESCRIPTION:

Department attorneys and hearing officers have long been actively involved in educational programs targeted for improving knowledge in the areas of DWI law, prosecution skills, and topics related to the science of blood alcohol testing. This education and involvement includes other areas related to the effective and knowledgeable prosecution of alcohol offenses, including commercial driver license, license issuance, accident investigation, forensics, and other driver license issues. The American Association of Motor Vehicle Administrators sponsors an annual, international conference and workshop for motor vehicle attorneys and law enforcement covering a wide range of topics. The Robert F. Borkenstien Course on Alcohol, Drugs and Highway Safety has provided excellent, intensive training in the areas of toxicology and pharmacology for several of our trial attorneys, with instruction by world-renown experts in these fields. These training opportunities, combined with other courses from time-to-time sponsored by the Missouri Bar, provide our attorneys with the skills they need to be effective in hearing and prosecuting alcohol and drug related license cases throughout the State of Missouri.

Acquisition of electronic equipment and reference materials will assist the DOR General Counsel's Office in better communication with law enforcement, attorneys, judges, court clerks and related community. It is imperative that the attorneys in the department keep abreast of developments in the area of DWI and driver license law so as to more effectively hear and prosecute these cases.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related traffic crashes.

Department of Revenue attorneys and administrative alcohol hearing officers requiring specific training and education regarding alcohol and drug impaired and intoxicated driver issues. There is a lack of Department funding available for specialized training on DWI prosecution techniques

and strategies for department attorneys. These attorneys alternate between presiding at administrative alcohol hearings (Section 302.500 et seq.); prosecuting alcohol and drug related license suspension and revocation cases statewide (Section 302.311; 577.041 "refusal" appeals; Five and Ten Year multiple DWI license denial appeals, etc.); and representing the Department on appeals to Missouri Courts of Appeal and Supreme Court. The need for this specialized training is ongoing, given the dynamic nature of developments in DWI and related motor vehicle case law, as well as statutory and regulatory provisions. Further, as Administrative Alcohol hearings and trials de novo cases are dependant upon the admission of a breath or blood test result, Department attorneys who hear and prosecute these cases require special knowledge in the area of breath and blood testing and related toxicology and pharmacology.

The Department also lacks funding for equipment and supplies to more effectively and efficiently hear, record, decide, and timely process administrative alcohol license actions (Section 302.500 et seq.) by administrative alcohol hearing officers. Need for up-to-date reference materials to more effectively communicate with attorneys, prosecutors and judges in regard to alcohol-related license actions. This need and lack of funding source is an ongoing problem.

GOALS AND OBJECTIVES:

GOAL:

To provide continuing education opportunities to DOR attorneys and hearing officers in the area of DWI.

OBJECTIVE:

- 1) Send three attorneys to the AAMVA Law Institute in August of 2008.
- 2) Send two attorneys to the Robert F. Borkenstein Court on Alcohol, Drugs & Highway Safety.
- 3) Attend other DWI related seminars sponsored by the Missouri Bar Association.
- 4) Purchase a dedicated fax machine for use with DWI cases.
- 5) Purchase reference materials and publications for use by the DOR attorneys and hearing officers.

RESULTS:

Below is a list of training received by DOR attorneys and hearing officers.

Three DOR attorneys/hearing officers attended the annual 2008 American Association of Motor Vehicle Administrators Law Institute training seminar, held in Boulder, Colorado, August 3 - 6, 2008. This three-day seminar covered a wide range of driver license and motor vehicle issues, and is a crucial part of attorney training for commercial driver license and administrative alcohol compliance, as well as for general education on emerging issues, laws, and systems designed to provide a more efficient process for driver license and motor vehicle sanctions. The Missouri Bar Association certified the seminar 19.0 hours Continuing Legal Education (CLE) credit for attorneys, including two hours for ethics.

Ten department attorneys and hearing officers attended this three-day conference in Columbia, Missouri, June 4 - 6, 2008. Extensive attorney training provided to promote more effective prosecution of traffic offenses, including alcohol-related offenses. The program was certified for CLE credit by the Missouri Bar.

Mandatory training sessions for Highway Patrol troopers throughout the state, with focus on DWI defense tactics; case law updates on DWI issues; best practices for Alcohol Influence Report drafting and DWI arrest/evidentiary tests for blood alcohol concentration/blood draws. Training

materials including cases law updates, Alcohol Influence Report preparation instruction, and recommended DWI arrest procedures printed and distributed to attendees.

One Department attorney (Beverly Lafaver) attended this presentation that was held over a two-day period on July 25-26, 2008. The program was presented by prominent DWI defense attorneys in the state of Missouri, and provided detailed information on defense tactics employed by attorneys statewide to defeat DWI charges and related administrative alcohol license actions.

DOR was not able to send an attorney to the Robert F. Borkenstein Course on Alcohol, Drugs and Highway Safety due to a recent restriction (due to high demand/limited seats) by the course director to exclude non-technicians.

Equipment and Supplies Purchased:

Secured three (3) portable, digital DVD players for DOR administrative hearing officers and trial attorneys statewide, one each for the Kansas City, St. Louis and Jefferson City offices, for purpose of viewing evidence DVDs at hearing and trial. These devices were returned due to the discovery that the digital format of recorded evidence DVDs and CDs were incompatible. Future plans are to secure laptop computers with funding contained in the 2009 FY grant.

Purchased three (3) 2008 Missouri Legal Directories, for use by Transportation Section attorneys and staff to reference current contact information for Missouri attorneys, judges and court personnel. The directories are being utilized to provide up-to-date contact information for attorneys, judges and courts statewide, in an effort to keep our mailing list for our Traffic Notes newsletter current, and to confirm the identification of new judges and court clerks.

FUNDING:

154 : \$5,330.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Traffic Safety Resource Prosecutor

PROJECT NUMBER:

08-154-AL-60

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Traffic Safety Prosecutions

AGENCY NAME:

MO Office of Prosecution Services

AGENCY CONTACT:

Director Brian Keedy

PROJECT DESCRIPTION:

This project will provide continuing legal education programs, technical assistance, and other resources to Missouri prosecutors to improve their ability to prosecute violations of Missouri's traffic safety laws. The Missouri Office of Prosecution Services received contracts from the Division of Highway Safety to fund the Traffic Safety Resource Attorney project in fiscal years 2005, 2006, and 2007. The MOPS office proposes to continue this project for the upcoming fiscal year.

PROBLEM IDENTIFICATION:

Missouri loses approximately 1200 people every year in traffic crashes, many of these fatalities are alcohol-related. Missouri has set a goal of reducing crash fatalities to 1000 or fewer by 2008. One effective strategy for reducing these fatalities is to deter the behavior that causes them-driving while intoxicated, speeding, failing to wear safety belts. One way to deter such behavior is effective prosecution of those who commit these and other traffic safety offenses.

Impaired driving and other traffic safety cases can be among the most difficult to prosecute due to the technical and scientific evidence involved and the general inclination of juries to disregard the serious nature of these offenses. Prosecutors often do not have technical expertise in these areas or access to necessary resources.

In contrast, a highly specialized DWI defense bar has developed in Missouri. Because DWI defendants are often willing to spend thousands of dollars to defeat DWI charges, the defense bar has access to training and resources that are out of the reach of most prosecuting attorneys.

Thus, there is a need in Missouri for an accessible source for training, information and other resources on impaired driving and other traffic safety issues. This training needs to be consistent, continual and progressive.

The Traffic Safety Resource Attorney project has provided the necessary training and resources. It is important to continue this project as new issues and challenges are raised almost daily in the prosecution of impaired driving offenses. Moreover, due to high turnover rates in prosecuting attorney's offices, there is a constant stream of new and inexperienced attorneys handling impaired driving cases.

GOALS AND OBJECTIVES:

This goals of this project are to provide continuing legal education programs, technical assistance, and other resources to Missouri prosecutors to improve their ability to prosecute violations of Missouri's traffic safety laws.

RESULTS:

This project provides for a dedicated attorney to focus on traffic safety issues, particularly impaired driving, in order to serve as a resource to other prosecutors and law enforcement officers on these issues. The goals of the project are to present training programs, provide reference materials, act as a traffic safety liaison, and provide technical assistance upon request.

I. Training Programs

Pursuant to the grant award, funds were received to conduct one general traffic safety conference available to all Missouri prosecutors and law enforcement officers, one trial advocacy program related to highway safety, one "Protecting Lives, Saving Futures" course, and up to six in-service workshops to provide training on relevant issues. These goals were achieved in FY08 as described below.

A. DWI/Traffic Safety Conference

This annual conference was held from June 4-6, 2008, in Columbia, MO. Approximately 90 law enforcement officers, 40 prosecutors, and 15 other traffic safety advocates attended this conference. This was the largest group that has attended the DWI/Traffic Safety conference to date. These attendees received training on responding to breath testing challenges, ethical considerations in impaired driving cases, Fatal Alcohol Crash Teams, impaired driving case law, crash data retrieval, legal issues in traffic stops, responding to defense challenges to HGN, effective cross examination, adult learning principles, and responding to ethical challenges.

B. Prosecuting the Drugged Driver

This course was held in St. Louis from September 8-10, 2008. This course was almost entirely funded with a grant secured from the National Association of Prosecutor Coordinators. Twenty-two prosecutors from around the state attended this trial advocacy course, which focused on the Drug Evaluation and Classification Program. Students received training on the Drug Recognition expert program, including training and certification requirements, the seven drug categories, the twelve step drug evaluation protocol, presenting effective DRE testimony, evaluation and preparation of the DWI-drugs case, responding to common defense challenges to the DRE program, drugged driving case law in Missouri, and the role of toxicology in the drugged impaired driving case.

C. Protecting Lives, Saving Futures

This conference was held from February 20-22, 2008, in Columbia, MO. This conference brought together prosecutors and law enforcement officers to receive training on how DWI investigations and prosecutions can be improved with effective communication and teamwork. Participants at this conference were asked to register as prosecutor and police officer teams. As a result, there was an almost even split of attendees-ten prosecutors and eleven law enforcement officers. At this conference, attendees received training on detection of impaired drivers, overcoming common

defense challenges, pretrial preparation, writing an effective DWI report, understanding standardized field sobriety testing, direct and cross examination, laying the foundation for DWI evidence, breath testing challenges. The students also participated in a drinking lab, which allowed them to witness intoxicated subjects performing standardized field sobriety tests.

D. In-Service Workshops

Three in-service workshops were conducted in FY08. On December 20, 2007, training was held in St. Charles entitled Back to Basics: The Law Enforcement Blood Draw. Approximately 28 law enforcement officers and three prosecuting attorneys attended this training which focused on the basic procedures for securing a law enforcement blood draw including what equipment to use, what evidence to seize, and chain of custody issues. Attendees also received instruction on legal issues in blood draws including when a blood sample should be sought, laying the foundation for admission of test results, and compliance with statutory requirements.

Back to Basics: The Law Enforcement Blood Draw was also presented on September 22, 2008, in Springfield. At this session, there were approximately 28 law enforcement officers and 2 prosecutors in attendance.

On August 8, 2008, BAC Bootcamp: What Prosecutors Need to Know about Widmark Calculations and Retrograde Extrapolation was held in Columbia. Approximately 18 prosecutors and 2 law enforcement officers attended this training. The attendees received instruction on how to determine a suspect's blood alcohol level at an earlier time based on evidence of drinking and how to determine a likely blood alcohol level where a suspect has refused a chemical test.

E. Other Training

In addition to the above training programs that were planned and funded with the grant, the TSRA also served as an instructor at various seminars listed below:

On March 13, 2008, prepared and presented a lecture on Courtroom Preparation and Testimony at the Drug Recognition Expert school held in Riverside. A similar presentation was also presented at the DRE School held in Springfield on September 17.

On March 20, 2008, prepared and presented a lecture on distracted driving to a group of support staff from prosecuting attorney's offices at the Spring Statewide training for prosecutors.

On August 20, 2008, prepared and presented a lecture on the role of a Traffic Safety Resource Attorney or Prosecutor and how they can assist law enforcement to a group of law enforcement officers at a Traffic Occupant Protection Strategies train the trainer course held in Kansas City.

The TSRA also assisted in planning and coordinating the MOPS Trial Advocacy School held from July 28-31, 2008. This course uses an impaired driving problem to assist prosecutors in learning the basics of how to prosecute a criminal case.

II. Reference Materials

Pursuant to the grant award, funds were received to provide quality, up-to-date legal reference materials to prosecutors and law enforcement officers. This goal was achieved in FY08 as

described below.

A. Newsletter

Traffic Safety News was published approximately every two months. These newsletters were distributed to prosecutors, law enforcement officers, and other interested traffic safety professionals in November 2007, January 2008, April 2008, June 2008, and August 2008. These newsletters contained case law and legislative updates, training announcements, and other information and articles pertinent to traffic safety. The newsletters are sent out in electronic format to a list of several hundred individuals. At each training seminar conducted, a list was available for any interested person to sign up for the newsletter.

B. Standardized Field Sobriety Testing Manuals

Copies of the NHTSA Standardized Field Sobriety Testing Manual were printed and distributed at other training seminars throughout the year. Copies were also provided upon request to any prosecuting attorney's office or law enforcement agency.

C. DWI Manual

Work has continued on producing a DWI and Major Traffic Safety Offense Manual for Missouri prosecutors. Currently, nine chapters are complete on topics including: alcohol toxicology, breath testing, crash reconstruction, the Drug Evaluation and Classification Program, drug toxicology, prior convictions, standardized field sobriety testing, basic trial techniques and predicate questions. The predicate question chapter was separately printed and distributed at trainings throughout the year.

D. Miscellaneous Reference Materials

In FY08, memorandums on two emerging issues were prepared and distributed. The first addressed the *Turner v. State* case that held that municipal DWI convictions resulting in suspended imposition of sentences could no longer be used to enhance subsequent charges. The effect of this case, legislative attempts to correct the issue, and whether the case would apply retroactively was addressed. The second addressed a motion that has been filed in several courts making several challenges to the breath testing program in Missouri. A response was drafted to this motion disputing the challenges. Both of these were distributed to prosecutors around the state.

The Missouri Impaired Driving Forum was created. This is a yahoo group that will allow prosecutors, law enforcement officers, and other traffic safety advocates to communicate on impaired driving issues specific to Missouri. Several files were uploaded to the site, including sample search warrants, reference materials, training announcements, and expert witness information. The hope is to open this up to all interested persons in FY09.

III. Traffic Safety Liaison

Pursuant to the grant, a major goal of the Traffic Safety Resource Attorney project was to serve as a liaison between the state's prosecutors and the traffic safety community. This goal was achieved through participation in the Missouri Coalition for Roadway Safety activities. The TSRA also

attended multiple meetings of the Jackson County Traffic Safety Task Force, served as a member of the Impaired Driving Subcommittee of the Missouri Coalition for Roadway Safety, and attended board meetings of the Law Enforcement Traffic Safety Advisory Council. The TSRA was also interviewed as part of the alcohol assessment conducted by NHTSA.

The TSRA participated in several local, state and national conferences and meetings, including the IACP International Conference on Drugs and Driving held in Indianapolis, IN, the Lifesavers Conference held in Portland, OR, the Spring and Fall Statewide conferences presented by the Missouri Office of Prosecution Services, the Summer and Winter Conferences of the National Association of Prosecutor Coordinators, the Strategic Advance, the Missouri Association of Drug Court Professionals Conference, the International Association of Chemical Testing Conference in Tempe, AZ, the IPTM Symposium on Impaired Driving in Orlando, FL, and a seminar on DWI Defense presented by the Missouri Association of Criminal Defense Lawyers.

Activities also included participation in a planning meeting for a joint prosecutor-law enforcement training to be sponsored by Partners in Prevention.

IV. Technical Assistance

The final goal of the traffic safety resource attorney project was to provide technical assistance to prosecutors and law enforcement officers upon request. In FY08, approximately ninety-five requests for technical assistance were received from prosecuting attorney's offices and law enforcement agencies around the state. In response to these requests for assistance, appellate briefs and research memorandums were drafted, information was provided on expert witnesses, jury instructions were drafted, appropriate charging was discussed, and information and materials were provided on various impaired driving topics.

FUNDING:

154 : \$169,514.05

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Alcohol Projects

PROJECT NUMBER:

08-K8-03-10

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Impaired Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Informational materials and educational programs will be used to reach the public regarding impaired driving in order to reduce deaths and injuries resulting from alcohol/drug related traffic crashes.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 persons were killed and 4,148 persons were seriously injured in the 25,972 alcohol/drug related traffic crashes. It is also important to note that impaired driving is under-reported as a contributing factor in traffic crashes. As a result, it is an even greater problem than the above statistics indicate.

GOALS AND OBJECTIVES:

The objective of this in-house memo project is to increase awareness of the impact of drinking and driving among Missouri drivers.

RESULTS:

The Highway Safety Division worked with NHTSA to conduct an Impaired Driving Assessment. Costs for the assessment were covered under this project and included stipends, meeting room and travel expenses for the panel of experts conducting the assessment. The assessment report is on file with the Highway Safety Division and will be used in the development of Missouri's Impaired Driving Strategic Plan.

In addition, impaired driving materials were purchased or printed under this grant and disseminated to the public for educational purposes.

FUNDING:

410 : \$25,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Regional LE Training

PROJECT NUMBER:

08-154-AL-53

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center will provide regional training to help local law enforcement personnel gain additional knowledge and skills that can be applied during enforcement efforts and courtroom testimony. Dates and locations for the regional training will be coordinated through the Law Enforcement Traffic Safety Advisory Council.

The 8-Hour course is a combination of two previously offered courses: Drugs That Impair and Documenting and Testifying for DWI Cases. The Safety Center will conduct this program in three locations around the state that are tied to DWI enforcement efforts. The program is designed to provide officers with the knowledge and skills necessary to accurately recognize and identify the multitude of drugs, including alcohol, that can cause impairment, as well as develop the skills required to articulate clear and concise information in their reporting and court testimony. Such programming will also serve as an excellent supplement to impairment detection training in the basic academies and during the Type III training.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related traffic crashes.

One foundational area for increased efforts in reducing DWI related crashes is additional training for local law enforcement personnel in the areas of drugs that cause impairment and documenting and testifying cases. Training such as this can greatly enhance the State's on-going enforcement efforts and provide foundational training that will enhance activities such as overtime enforcement.

GOALS AND OBJECTIVES:

Goals:

To improve skills related to impaired driving detection, report writing and courtroom testimony

among law enforcement officers in the state.

Objectives:

1. Conduct three, 8-Hour Drugs that Impair/Documenting and Testifying courses at regional locations in and around DWI enforcement efforts in the state.
2. Continue to build additional expertise for law enforcement personnel in the area of DWI enforcement .
3. Utilize training staff from the Missouri Safety Center, as well as agencies such as the Department of Revenue.
4. Coordination for these programs will also be made through local LETSAC Board members to allow for marketing at the local level.

RESULTS:

The Missouri Safety Center conducted three 8-hour Drugs That Impair/Document and Testifying courses in regional locations around the state. The courses were held on May 13 in Audrian County; May 14 in Eldon, Missouri; and May 15 in Perry County. A total of 45 law enforcement officers attended the training.

FUNDING:

154 : \$3,888.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Statewide DWI Enforcement

PROJECT NUMBER:

08-154-AL-52

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Local Law Enforcement Agencies Statewide.

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center oversaw the continuation of STEP DWI funding for four quarterly DWI enforcement campaigns and the NHTSA nationwide DWI campaign. This funding expanded the local/county efforts to smaller agencies that are currently not contracted for this type of enforcement. This effort focused on two basic enforcement efforts; sobriety checkpoints and saturation patrols.

PROBLEM IDENTIFICATION:

Missouri continues to have a significant number of DWI related crashes statewide. While exposure would seem to be highest during the tourist season, the total exposure statewide does not significantly change between months of the year. Missouri continues to participate in specialty enforcement and public information programs during the NHTSA required national effort to target DWI crashes through enforcement. The latest NHTSA campaign will be conducted nationally late in the summer or early fall and Missouri plans to use this time to increase targeted enforcement of impaired drivers. With Missouri among the states with the highest DWI related crashes, this effort continues to be critical to the state's Blueprint effort.

GOALS AND OBJECTIVES:**Goal:**

Provide high visibility enforcement in targeted locations to facilitate additional arrests and public knowledge of targeted enforcement in selected areas throughout the state.

Objective:

Provide funding for agencies to conduct DWI enforcement during the new NHTSA campaign time frame, with the challenge of increasing DWI enforcement efforts on additional roadways within the state.

RESULTS:

Please see attached paperwork for funding and citation results.

FUNDING:

154 : \$278,400.00

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Impaired Driving Campaigns

	December 2008 Holiday Campaign	3/17/2008 - St. Patrick's Day	May 2-5, 2008 - Cinco de Mayo	July 3-7, 2008 - Fourth of July	YD&DYL 2008	FY 2008 Campaign Totals
Participating Agencies - State	0	0	0	0	2	2
Participating Agencies - County	8	18	18	15	27	86
Participating Agencies - City	62	77	73	73	105	390
Total Participating Agencies	70	95	91	88	134	478
Cost of Campaign - Overtime	\$21,266.54	\$42,873.62	\$47,712.79	\$35,410.65	\$97,687.51	\$244,951.11
Cost of Campaign - Media	\$0.00	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00
DWI	84	268	222	157	894	1625
Following Too Close	37	50	50	62	213	412
Stop Sign	50	174	152	143	589	1108
Signal Light	62	114	133	91	527	927
Failure to Yield	15	34	42	37	150	278
C&I Driving	27	58	66	54	206	411
Speeding	265	987	940	1039	4504	7735
Other HMV	305	706	683	658	2196	4548
Total HMV	819	2348	2295	2247	9228	16937
Seat Belt	70	156	194	206	1064	1690
Child Restraint	24	12	13	22	99	170
Other Non - HMV	268	711	801	975	4269	7024
Total	1088	3026	3319	3388	14782	25603
Felony Arrests	9	36	23	32	236	336
Drug Arrests	23	48	47	52	192	362
Stolen Vehicles Recovered	0	0	1	0	3	4
Fugitives Apprehended	40	79	91	75	691	976
Suspended/Revoked Licenses	60	149	149	155	892	1405
Uninsured Motorists	87	224	292	313	1616	2532
Traffic Stops	1082	5574	4997	3323	19747	34723
Hours Worked	991	2366	3154	2421	8294	17226
Sobriety Checkpoints	4	8	11	8	34	65
BAC Given	37	136	173	87	451	884
BAC Refused	19	39	33	18	111	220
Number of Field Tests Given	83	242	395	153	935	1808
Camera Used	155	258	284	349	1416	2462
PBT Used	32	146	113	64	269	624
PBT Probable Cause	0	9	0	4	16	29
DWI 16-20	4	12	12	7	42	77
DWI 21-29	23	105	84	44	197	453
DWI 30-39	23	42	52	25	140	282
DWI 40-50	6	35	25	16	82	164
DWI 50+	4	9	14	7	27	61
Ad - Radio	3	7	5	6	11	32
Ad - TV	0	5	4	0	3	12
Ad - Newspaper	27	48	55	53	76	259
Ad - Press Release	0	0	1	0		1

Project Number: 08-154-AL-52

Grantee Name: Missouri Safety Center

Project Title: Statewide DWI Enforcement

Amount Approved: \$278,400.00

#	<u>Month</u>	<u>Year</u>	<u>Item</u>	<u>Amt Disbursed</u>	<u>Amt Requested</u>	<u>Date Disbursed</u>	<u>Total Disbursed</u>	<u>Amount Remaining</u>
	March	2008	Overtime enforcement in targeted L.E. Agencies: Mar 14-17, 2008 St. Patricks Day Weekend DWI Enforcement Campaign	\$42,873.62	\$42,873.62	6/16/2008	\$42,873.62	
	May	2008	Officer Overtime - May 2-5, 2008 Cinco de Mayo DWI Enforcement Mobilization Campaign	\$0.00	\$47,712.79		\$42,873.62	
	May	2008	Indirect Expense - May 2-5, 2008 Cinco de Mayo DWI Enforcement Mobilization Campaign	\$0.00	\$3,793.02		\$42,873.62	
	Septembe	2008	Officer Overtime - Fourth of July and YD&DYL Mobilizations	\$0.00	\$133,098.16		\$42,873.62	
	Septembe	2008	Administrative Support	\$0.00	\$10,000.00		\$42,873.62	
	Septembe	2008	Indirect Cost @ 8%	\$0.00	\$10,647.85		\$42,873.62	

Thursday, November 20, 2008

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<u>#</u>	<u>Month</u>	<u>Year</u>	<u>Item</u>	<u>Amt Disbursed</u>	<u>Amt Requested</u>	<u>Date Disbursed</u>	<u>Total Disbursed</u>	<u>Amount Remaining</u>
	December	2007	Overtime enforcement in targeted L.E. Agencies: Dec 15 - 22 DWI Enforcement Campaign	\$21,266.54	\$21,266.54	2/28/2008	\$64,140.16	
Totals:				\$64,140.16	\$269,391.98		\$64,140.16	\$214,259.84

MISSOURI

Annual Report 2008

PROJECT TITLE:

Statewide DWI

PROJECT NUMBER:

08-K8-03-02

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

All Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

This project will allow the program staff of the Highway Safety Division to provide overtime funds to local law enforcement agencies throughout Missouri for overtime DWI enforcement. These funds will be utilized in high incident areas identified by either MoDOT or the local agencies. Funds from this project may also be used during any mobilization effort or to promote and enhance any multi-jurisdictional enforcement period.

PROBLEM IDENTIFICATION:

In order to reduce the number of alcohol-related fatality and serious injury crashes, a continuous enforcement effort must be in place in and along the roadway corridors identified as high incident areas. Although local law enforcement agencies remain committed to reducing alcohol-related crashes by identifying and arresting DWI offenders, manpower issues and budgetary constraints do not allow these agencies to maintain dedicated DWI patrol efforts. These challenges result in a lack of enforcement in high incident areas when the likelihood of alcohol-related crashes would occur most.

GOALS AND OBJECTIVES:

Provide overtime funding to law enforcement agencies to conduct impaired driving enforcement.

RESULTS:

The following agencies used funds from this program to cover overtime costs of law enforcement officers working to detect and apprehend impaired drivers:

Caruthersville Police Dept.
Grandview Police Dept.
Jackson County Sheriff's Dept.
Lawrence County Sheriff's Dept.
Nixa Police Dept.
Phelps County Sheriff's Dept.
Stone County Sheriff's Dept.
St. Robert Police Dept.
Winona Police Dept.

For citations results please see attached document.

FUNDING:

410 : \$22,000.00

HS CONTACT:

Chris Luebbert
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

2542 - Highway Safety Division FY:2008

Statewide DWI

DWI Arrests 81

Following Too Close 14

Stop Sign Violation 66

Signal Light Violation 24

Fail To Yield 17

G & I Driving 30

Speeding Violations 323

Other HMV Violations 218

TOTAL HMV VIOLATIONS: 773

Seat Belt Violations 177

Child Restraint 44

Other Non HMV 239

TOTAL VIOLATIONS: 1233

Felony Arrests 13

Drug Arrests 21

Stolen Vehicles 0

Fugitives 49

Suspended/Revoked 45

Uninsured Motorists 18

Number of Traffic 2947

Number of Hours 739

Number of sobriety 6

Total BAC 26 Refused 1 Total: 27

Total number of times video camera 30

Total number of times video camera used 0

Total number of times PBT 44

Total number of times PBT was the only probable 0

DWI Arrests Ages:

18-20	21-29	30-39	40-50	over 50
1	11	9	2	1

Media coverage:

Radio	TV	News	Press
3	1	4	0

Close

Print

**Project Report Form
Highway Safety Division of MoDOT
FY-2008**

Project Number: 08-154-AL-52
MSC Control Number: LKK033
Reporting Period: FY'08 Annual Report

Project Title: Statewide DWI Enforcement

Project Description: Oversee the continuation of the STEP DWI funding for the new NHTSA campaign. This effort will target agencies outside the contracted group of law enforcement agencies doing DWI Enforcement on a yearly contract with the Highway Safety Division – MoDOT. Provide high visibility enforcement in targeted locations to facilitate additional arrests and public knowledge of targeted enforcement in selected areas throughout the state.

Objectives and Accomplishments were as follows:

Objective: Provide funding for agencies to conduct DWI enforcement during the new NHTSA campaign time frame with the challenge of increasing DWI enforcement efforts on additional roadways within the state.

Result: The following data are the results of the enforcement efforts:

1st Quarter DWI Enforcement Totals: (December 15, 2007)

<u>Moving Violations</u>		<u>Non-Moving Violations</u>	
DWI Arrests	50	Seat Belt Violations	41
Following to Close	29	Child Restraint Violations	5
Stop Sign Violations	25	Other Non-HMV	192
Signal Light Violations	38	Total Violations	711
Failure to Yield	12	Felony Arrests	4
C/I Driving	23	Drug Arrests	16
Speed Violations	185	Stolen Vehicles	0
Other HMV	214	Fugitives Apprehended	25
Total HMV	561	Suspended/Revoked	38
Number of Traffic Stops	692	Uninsured Motorists	62
		Total # of Officers =	129.00
		Total Man-hours =	735.219
		Total Grant \$ =	\$80,700.00
		Total \$ Spent =	\$21,266.54

2nd Quarter DWI Enforcement Totals (March 15-17, 2008):

<u>Moving Violations</u>		<u>Non-Moving Violations</u>	
DWI Arrests	176	Seat Belt Violations	113
Following To Close	39	Child Restraint Violations	9
Stop Sign Violations	122	Other Non-HMV	555
Signal Light Violations	102	Total Violations	2240
Failure to Yield	28	Felony Arrests	30
C/I Driving	47	Drug Arrests	37
Speed Violations	769	Stolen Vehicles	0
Other HMV	490	Fugitives Apprehended	63
Total HMV	1773	Suspended/Revoked	110
Number of Traffic Stops	3465	Uninsured Motorists	204
		Total # of Officers =	216
		Total Man-hours =	1,395
		Total Grant \$ =	\$82,400.00
		Total \$ Spent =	\$42,530.94

3rd Quarter DWI Enforcement Totals: (May 2-5, 2008 Cinco de Mayo)

<u>Moving Violations</u>		<u>Non-Moving Violations</u>	
DWI Arrests	151	Seat Belt Violations	162
Following To Close	39	Child Restraint Violations	8
Stop Sign Violations	135	Other Non-HMV	674
Signal Light Violations	120	Total Violations	2,694
Failure to Yield	40	Felony Arrests	19
C/I Driving	56	Drug Arrests	38
Speed Violations	791	Stolen Vehicles	1
Other HMV	562	Fugitives Apprehended	63
Total HMV	1,871	Suspended/Revoked	122
Number of Traffic Stops	3,944	Uninsured Motorists	241
		Total # of Officers =	252.00
		Total Man-hours =	2,027.75
		Total Overtime Hours =	\$ 1,651.00
		Total Grant \$ =	\$83,900.00
		Total \$ Spent =	\$47,712.79

4th Quarter DWI Enforcement Totals (2 enforcement periods; 07/3 - 7, and 08/1 - 09/1/08)

Moving Violations		Non-Moving Violations	
DWI Arrests	590	Seat Belt Violations	891
Following To Close	210	Child Restraint Violations	80
Stop Sign Violations	500	Other Non-HMV	3,141
Signal Light Violations	403	Total Violations	11,292
Failure to Yield	111	Felony Arrests	232
C/I Driving	172	Drug Arrests	169
Speed Violations	3,355	Stolen Vehicles	2
Other HMV	1,839	Fugitives Apprehended	322
Total HMV	1,769	Suspended/Revoked	674
Number of Traffic Stops	12,346	Uninsured Motorists	1,238
		Total # of Officers =	663
		Total Man-hours =	5,893.75
		Total Overtime Hours =	4,865.10
		Total Grant \$ =	\$269,391.98
		Total \$ Spent =	\$133,098.16

Annual DWI Enforcement Totals:

Moving Violations		Non-Moving Violations	
DWI Arrests	967	Seat Belt Violations	1,207
Following To Close	317	Child Restraint Violations	102
Stop Sign Violations	782	Other Non-HMV	4,562
Signal Light Violations	663	Total Violations	16,937
Failure to Yield	191	Felony Arrests	285
C/I Driving	298	Drug Arrests	260
Speed Violations	5,100	Stolen Vehicles	3
Other HMV	3,105	Fugitives Apprehended	473
Total HMV	5,974	Suspended/Revoked	944
Number of Traffic Stops	20,447	Uninsured Motorists	1,745
		Total # of Officers =	1,260.00
		Total Man-hours =	10,051.75
		Total Overtime Hours =	6,516.10
		Total Grant \$ =	\$516,391.98
		Total \$ Spent =	\$244,608.43
		(enforcement)	

MISSOURI

Annual Report 2008

PROJECT TITLE:

ThinkFirst Missouri

PROJECT NUMBER:

08-154-AL-61

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

University of MO Curators

AGENCY CONTACT:

Mr. Billy Jamison

PROJECT DESCRIPTION:

As an award-winning, statewide trauma prevention program of the University of Missouri-Columbia, School of Medicine, Department of Physical Medicine and Rehabilitation, the mission of ThinkFirst is injury prevention through education. ThinkFirst provides innovative, high-quality trauma prevention education to Missouri schools, worksites and community organizations. The primary goal of the program is to reduce the number and severity of traffic crashes involving young drivers, young passengers, and adult drivers by increasing awareness of traffic-related traumatic brain and spinal cord injuries and providing information on ways to prevent these injuries from occurring. ThinkFirst Missouri delivers over 125 presentations reaching over 20,000 Missourians each year.

PRESENTATION ELEMENTS

ThinkFirst Missouri presentations have been conducted in Missouri schools since the spring of 1980 and at worksite and community venues since 1989. The fast-paced, approximately one-hour long presentation is tailored to accommodate the educational needs of a variety of audience types and numbers.

The presentation begins with a factual discussion and PowerPoint presentation about traumatic injury, especially brain and spinal cord injuries, the consequences of injury, and the behaviors most likely to cause traumatic injury. The important point is made that most injuries are preventable.

Next, the presentation features a hard-hitting, memorable testimony of a ThinkFirst Voices for Injury Prevention (VIP) speaker(s). ThinkFirst VIPs are people who have survived a traumatic brain or spinal cord injury, usually related to a traffic crash. These speakers describe their injuries, the causes of their injuries, why young people are so vulnerable, and ways to stay safe. More specifically, the VIP speaker explains how their injury occurred, describes life before and after the injury, and talks about what it's like to be young and live with a disability. Students listen closely when a peer says, "I can't feel or move my legs anymore," "Dating is really different now," "I don't use the bathroom the way I used to," "If I'd worn my safety belt, I wouldn't be paralyzed," or "I never thought this would happen to me."

Program research demonstrates that the testimony of the VIP is the component of the ThinkFirst

presentation that provides the greatest impact. ThinkFirst Missouri VIP speakers are carefully selected for their ability to identify with and motivate audiences. VIPs also serve as outstanding role models and peer educators for traffic safety.

CONTENT

Traffic safety presentations conducted by the ThinkFirst team at schools, worksites and community settings emphasize the following content areas:

- Safety belt use
- Safe driving behavior
- Safe passenger behavior
- Not speeding
- Not driving while distracted
- Not driving while impaired
- Not driving aggressively
- Not driving drowsy
- Helmet use
- Bicycle safety

ADDITIONAL THINKFIRST PREVENTION SERVICES/ROLES

In addition to conducting an ambitious schedule of traffic safety presentations statewide, ThinkFirst Missouri serves the state in the following important ways:

1. STATE CHAPTER SITE-The ThinkFirst Missouri Columbia-based chapter serves as the State ThinkFirst chapter. In this capacity, ThinkFirst provides program development, leadership, consultation and technical support and training to five additional chapters located throughout the state. In addition, the state chapter markets and promotes the mission and programs of all chapters statewide, coordinates statewide program coverage, creates and distributes injury prevention education and reinforcement materials, and maintains a Web site for all chapters.

Local chapters served by the Columbia-based State Think First chapter include:

- Kansas City
- Joplin
- Springfield
- Cape Girardeau
- St. Louis

2. ACTIVE MISSOURI COALITION FOR ROADWAY SAFETY PARTNER- ThinkFirst Missouri is a dedicated and productive partner of the Missouri Coalition for Roadway Safety on the state, regional and local level. As an active member of the MCRS, ThinkFirst strives to support the goals and objectives featured in the Missouri's Blueprint for Safer Roadways strategic plan document. The programmatic contributions of ThinkFirst primarily support the Blueprint's Essential Eight strategy-to increase public education and information on traffic safety issues-with the ultimate goal of achieving 1,000 or fewer fatalities on Missouri roadways by 2008. In addition, ThinkFirst serves as the Central Region Youth Program Representative and will work to deploy strategies outlined in the upcoming Youth Summit 2007 initiative.

3. TRAFFIC OFFENDERS (TOP) PROGRAM-ThinkFirst collaborates with multiple traffic courts to provide an innovative, day-long experiential Traffic Offenders Program (TOP). TOP is designed to educate young, high-risk drivers about the permanent and far-reaching consequences

of motor vehicle trauma. During the program, young traffic offenders, who are ordered by Missouri courts to attend the program, follow the same path they would have taken had they been seriously injured in a crash. The focus of the program is to inform the young drivers of the consequences of unsafe driving and to provide a graphic and realistic view of life as a crash survivor.

4. **LEADING NATIONAL TRAINING CENTER**-ThinkFirst Missouri provides comprehensive training and technical assistance to new chapters statewide, nationwide and internationally. This chapter also serves as a liaison between local chapters and the ThinkFirst National Injury Prevention Foundation. In addition, as one of the strongest chapters in the nation, ThinkFirst Missouri provides essential ongoing leadership and expert consultation to the ThinkFirst National Injury Prevention Foundation.

5. **PROGRAM DEVELOPMENT AND MARKETING LEADER**-ThinkFirst Missouri designs, develops and distributes creative injury prevention education materials, reinforcement items and marketing campaigns to support the mission and goals of ThinkFirst programs statewide and nationally.

6. **SUPPORTS TRAFFIC SAFETY-RELATED PUBLIC POLICY**-ThinkFirst Missouri enthusiastically supports traffic safety public policy initiatives at the grass roots level as well as at the state level.

7. **MULTI-AGENCY COLLABORATIVE NETWORK**-ThinkFirst Missouri collaborates with numerous injury prevention-related organizations and agencies at the local, state and national level (e.g., Missouri Injury and Violence Prevention Advisory Committee, MCRS, Missouri Association of School Nurses, Safe Kids Missouri, etc.).

A thorough description of the ThinkFirst Missouri chapter and its related programs can be found at www.thinkfirst.missouri.edu.

PROBLEM IDENTIFICATION:

Motor vehicle crashes are the leading cause of death in the United States for every age from 2 through 33 years old (<http://www.modot.org/safety/safetybeltsandchildsafetyseats.htm>). As the number one cause of death among teens, the fatality rate for drivers age 16 to 19 years, based on miles driven, is four times that of drivers age 25 to 69 years. In 2005, 3,467 15- to 20-year-old drivers were killed and an additional 281,000 were injured in motor vehicle crashes (National Highway Traffic Safety Administration [NHTSA]/ National Center for Statistical Analysis [NCSA], Traffic Safety Facts 2005).

According to the Missouri State Highway Patrol (MSHP) Statistical Analysis Center (SAC) 2005 Traffic Safety Compendium, Missouri experienced a total of 175,120 traffic crashes in 2005. These crashes were responsible for 66,413 injuries, 1,257 fatalities and an estimated economic loss of \$3,713,459,000. When expressed in terms of the injury timeclock, these 2005 crash statistics revealed that one person was injured every 7.9 minutes and one person was killed every 7.0 hours in a traffic crash in Missouri. As of April 15, 2007, statistics from the Missouri Department of Transportation (MoDOT), Traffic Division estimated a notable decline in traffic fatalities in 2006-going from 1,257 fatalities in 2005 to 1,096 fatalities in 2006.

Leading causes of teen motor vehicle crashes and subsequent injuries include: exceeding the speed limit, inattention or distractions, not staying on the correct side of the roadway, drinking and driving, and not using safety belts (<http://www.modot.org/safety/youngdrivers.htm>).

SAFETY BELT USE

A critical strategy for decreasing the number of crash-related injuries and fatalities is to increase safety belt use among all Missourians. It is estimated that safety belts can reduce fatalities to front seat occupants of cars by 45% and of light trucks by 60% (United States Department of Transportation [USDOT], Report DOT HS 809 819, 2004). NHTSA estimates that an additional 5,839 lives could have been saved in 2004 had all occupants over 4 years old been wearing a safety belt (NHTSA/NCSA, 2006). In Missouri, it is estimated that an 11% increase in safety belt use would save an additional 90 lives and millions of dollars each year (MoDOT, 2006).

In 2006 the average percent of safety belt use was 81% in the United States. Overall safety belt usage in Missouri (for drivers and front seat outboard passengers) was 77.41% in 2005 and 75.18% in 2006. Teen safety belt usage in Missouri is alarmingly low-observed at 56.4% in 2005 and 57.9% in 2006. In a recent three-year period in Missouri, nearly 600 young people died in Missouri traffic crashes. Of those who had access to a safety belt, 78% were not wearing a safety belt (<http://www.modot.org/safety/safetytipsforyoungdrivers.htm>).

TRAUMATIC BRAIN AND SPINAL CORD INJURIES

Motor vehicle crashes account for 50% of all Traumatic Brain Injuries (TBI) and 44% of all Spinal Cord Injuries (SCI) (Centers for Disease Control and Prevention [CDC], 2003; National Spinal Cord Injury Association, 2004). Consequences of TBI are severe and life-altering, including problems with memory, concentration, mood, judgment, seizures, coordination, vision, speech and emotion. Similarly, consequences of SCI are severe, including loss of mobility, sensation, bowel and bladder control, and sexual function (CDC, 2003). Survivors of both types of traumatic neurological injuries require extensive, on-going rehabilitation. The tragic consequences of motor vehicle-related injuries have far-reaching, long-lasting implications on numerous levels--impacting the individual, families and communities across the state.

ECONOMIC BURDEN

The economic burden of traffic-related fatalities and injuries is astronomical, costing the United States over \$150 billion annually (CDC, National Center for Injury Prevention and Control [NCIPC], 2005). Teen-involved motor vehicle crashes also impose an enormous cost to society. According to CDC, the cost of crashes in 2002 involving drivers ages 15 to 20 was \$40.8 billion (National Research Council, Institute of Medicine, and Transportation Research Board, 2007).

CONCLUSION AND RECOMMENDATIONS

By any calculation, motor vehicle crashes, especially among teens, are one of the most critical public health problems facing the United States today. Motor vehicle injury has a significant impact on individuals, families, hospitals, and society-as it results in a substantial medical, psychosocial and financial drain (Emergency Nurses Association, 2006). There is an urgent need to reduce death and injury related to motor vehicle crashes.

NHTSA demonstration projects and previous research have indicated that combining multiple prevention approaches (including legislation, public information and education, and enforcement) provides the best strategy for influencing behavior. Additionally, NHTSA suggests that community programs that combine education, peer-to-peer persuasion, publicized enforcement,

and parental monitoring have the most immediate and greatest potential for increasing teen safety belt use (NHTSA, Traffic Safety Facts, Traffic Tech, Number 308, November 2005).

GOALS AND OBJECTIVES:

GOALS:

1. To increase knowledge and awareness of the risks related to unsafe driving practices among young people, those most at risk for traffic-related injuries and deaths.
2. To increase knowledge and awareness of the risks related to unsafe driving practices among adults and parents at the worksite and in community settings.
3. To increase knowledge and awareness of the effectiveness of parental supervision (as monitor and enforcer of consequences) on the safety of teen drivers via worksite and community settings.
4. To heighten awareness about brain and spinal cord injuries and safety measures that can be used to prevent traffic injuries and deaths.
5. To expand the capacity and extend the reach of local ThinkFirst chapters statewide.
6. To maintain a well-trained, talented panel of Voices for Injury Prevention (VIP) speakers and chapter directors statewide.
7. To promote the mission and programs of ThinkFirst statewide via state conferences and meetings.

OBJECTIVES:

1. Deliver eighty-five (85) ThinkFirst presentations statewide.

Eighty-five (85) traffic safety presentations (described in "Presentation Elements" section) featuring at least one (1) VIP speaker will be delivered statewide in a variety of formats to accommodate various group sizes and needs. Primary coordination of the presentations will be conducted by the Assistant Director, with additional support provided by the Administrative Associate and Director. Presentations are expected to reach over 20,000 Missourians.

2. Produce and mail a creative ThinkFirst informational packet to high schools statewide utilizing contact information provided by the Missouri Department of Secondary and Elementary Education.

The informational/promotional packet will include one (1) ThinkFirst "Woulda Coulda Shoulda" tabletop pop-up "brick," a ThinkFirst program brochure, and a map featuring contact information for each local chapter. This creative mailer will prompt school personnel (school nurses and/or principals) to access and partner with local ThinkFirst chapters statewide. ThinkFirst will collaborate with the Missouri Department of Secondary and Elementary Education to obtain information for mailing lists and labels.

3. Deliver fifty (50) ThinkFirst presentations via the ThinkFirst Greater Kansas City chapter.

Since 1987, the ThinkFirst Greater Kansas City chapter has provided high quality ThinkFirst trauma prevention presentations for students in grades Kindergarten through 12. This chapter is one of the most productive chapters in the nation and boasts a strong statewide reputation, as well. Presentations provided by ThinkFirst Greater Kansas City (described in "Presentation Elements" section) are targeted primarily at young drivers, those preparing to drive, and young children who are forming safety habits.

ThinkFirst Greater Kansas City currently receives modest support via the Research Medical Center and its related foundation, the Research Foundation of Kansas City. Funding from this grant will provide partial support to the ThinkFirst Greater Kansas City chapter. This important support will enable the Greater Kansas City chapter to deliver a greater number of presentations and reach more high-risk young drivers with important messages of traffic safety.

ThinkFirst Missouri will hire ThinkFirst Greater Kansas City as a sub-contractor. As a sub-contractor, ThinkFirst Greater Kansas City will plan and implement fifty (50) traffic safety presentations in the Greater Kansas City area. The Greater Kansas City chapter will be required to enter into a formal sub-contract agreement with the University of Missouri-Columbia and submit quarterly program activity and expense reports as requested. The Director of ThinkFirst Missouri will provide oversight to this project and perform one (1) site visit during the contract year to ensure program quality and compliance. The Administrative Associate of ThinkFirst Missouri will provide administrative oversight with attention to budget and fiscal compliance, reporting, and details related to establishing a subcontract.

4. Plan, implement and evaluate a statewide ThinkFirst VIP/Chapter Director training workshop.

The goal of the 2-day training workshop is to improve knowledge, skills and communication, share current best practices in prevention, provide a venue for networking and collaboration among the six (6) chapters and numerous VIPs, discuss issues of program delivery and development, and update attendees on Blueprint activities statewide. All ThinkFirst VIPs, chapter directors, chapter personnel and volunteers in Missouri will be invited to participate. Projected attendance is twenty-five (25). The ThinkFirst Missouri Director, Co-Director and Administrative Associate will plan and conduct the training workshop during the 07-08 contract period.

5. Deliver the Attentive Driving Always Matters (ADAM) Campaign in Columbia area high schools.

ThinkFirst will partner with the University of Missouri-Columbia CHEERS program to implement the Attentive Driving Always Matters-ADAM Campaign. The program will be delivered in two Columbia area high schools in partnership with the University of Missouri-Columbia CHEERS program (via Assistant Director, Student Wellness Center, Kim Dude). A committee of school counselors, prevention educators, and the parents of a local young man and woman who died in a traffic crash will plan, develop and implement the fourth year of the ADAM Campaign at Hickman, Rock Bridge, and Douglass high schools during the spring of 2008. Graphic design work for the ADAM Campaign posters will be completed by graphic designers from the MU Student Wellness Center. Funds are being requested to support design work and printing expenses related to creating a variety of posters featuring multiple traffic safety messages. This rotating series of traffic safety posters will be attached to A-frame message boards and placed strategically

in hallways throughout high schools in Columbia. Reinforcement items for the ADAM Campaign include 1,000 static cling window decals distributed by students and staff following each ADAM Campaign assembly.

6. Participate in at least two (2) professional development training workshops and/or conferences.

ThinkFirst staff will attend local and/or national professional development training workshops and/or conferences to learn timely information about current trends in traffic safety, as well as gain important skills and strengthen professional networks. Conference travel may include the following: 2008 Lifesavers Conference on Highway Safety Priorities, ThinkFirst National Injury Prevention Foundation National Conference on Injury Prevention, National Association of Women Highway Safety Leaders (NAWHSL) Conference, Governor's Highway Safety Association (GHSA) Conference, Safe Kids Worldwide Leadership Conference, American Public Health Association (APHA) Annual Meeting, or the National Organization for Youth Safety (NOYS) Conference.

7. Attend, exhibit and/or deliver presentations at statewide conferences to promote the mission and programs of ThinkFirst chapters statewide and network with leaders and members of related agencies and organizations.

ThinkFirst staff routinely attends, exhibits and/or delivers traffic safety presentations at multiple Missouri-based conferences. Regular exposure at state-level conferences is an important way for ThinkFirst to maintain its essential network of partners and explore opportunities for future partnerships and program expansion. In-state conference travel may include: MCRS Blueprint for Roadway Safety conferences and workshops, Missouri Coordinated School Health Coalition, Missouri Association of School Nurses, Missouri Association of School Counselors, Missouri Public Health Association, etc.

RESOURCES

ThinkFirst Staff-

ThinkFirst traffic safety presentations, training workshops and marketing projects will be planned, implemented, and evaluated by experienced and dedicated ThinkFirst Missouri staff, including the Director, Assistant Director, Administrative Associate, and a cadre of well-trained VIP speakers/survivors.

One (1) Consultants-

1. Graphix By Design -- In order to stay on the cutting edge of promoting and reinforcing positive behavior among young people, professional design work is imperative. Professional graphic design services will be provided by Graphix By Design throughout the course of the contract year. Graphix By Design created the current ThinkFirst Missouri Web site and has a proven record of providing high quality work in a time and cost-efficient manner. Graphix By Design staff will update and maintain the current ThinkFirst Missouri Web site and provide expert guidance and design services for print materials.

RESULTS:

During fiscal year 2007-2008, ThinkFirst visited 85 schools, delivered 81 presentations and reached over 17,197 students. The Corporate/Community Traffic Safety Program visited 30 worksites/organizations, delivered 34 presentations and reached 2,050 people. The ThinkFirst of Greater Kansas City, visited 54 schools, delivered 108 presentations and reached 14,748 students. In addition, ThinkFirst participated in 32 related activities, including safety events, exhibits, conferences and numerous Blueprint Coalition activities.

Additional Results:

1. Ten (10) ThinkFirst For Youth (TFFY) injury prevention curricula were placed in Missouri middle schools via members of the Missouri Coordinated School Health Coalition.
 2. 1,240 students attended the two (2) ADAM assemblies at Hickman and Rock Bridge High Schools in Columbia, MO.
 3. A creative ThinkFirst promotion packet was mailed to over 1,500 public and private schools statewide. The packet contained the following items: cover letter, ThinkFirst brochure, "Woulda, Coulda, Shoulda", pop-up display "brick", and the Missouri map featuring ThinkFirst chapter locations.
 4. A 2-day statewide VIP/Chapter Director training workshop was conducted in July in Columbia, MO. The purpose was to improve the knowledge and skills of ThinkFirst VIP speakers and chapter directors.
 5. A creative traffic safety campaign, One Chance, One Choice, One Life, was designed and developed by media consultant Graphix By Design. The primary elements included a number 1-shaped shrink-wrapped T-shirt and a full-color poster.
-

FUNDING:

154 : \$261,120.00

HS CONTACT:

Adrian Hendricks
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

MISSOURI

Annual Report 2008

PROJECT TITLE:

Youth Alcohol

PROJECT NUMBER:

08-K8-03-204

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Young Drivers / Underage Drinkers

AGENCY NAME:

MO Div. of Alcohol and Tobacco Control

AGENCY CONTACT:

Mr. Pete Lobdell

PROJECT DESCRIPTION:

The Alcohol Safety Awareness and Prevention (ASAP) project is an educational and enforcement project designed to reduce the number of minors attempting to purchase alcoholic beverages and to increase the community's awareness on the issue. ASAP is aimed at prevention as well as enforcement. There are 4 main enforcement components in the program - Badges in Business, Server Training, Party Patrol/JETs, and Compliance Checks - and the program has focused on certain prime times, or high incident events, when underage drinking is consistently problematic, such as proms, graduations, sporting events, holiday weekends and community festivals. Each of the Division of Alcohol and Tobacco Control's three enforcement districts pre-select communities within their areas that have demonstrated persistent problems with underage drinking. Information and statistical data from Highway Safety will be utilized to determine problem areas. The district targets a particular high risk event or a particular time period during which underage drinking is a consistent problem, and saturates the area with public awareness information, education programs, and enforcement efforts. After a target has been selected, an enforcement strategy and partnership with local law enforcement is coordinated.

1. Badges in Business: Alcohol and Tobacco Control Agents will pose as employees or customers in retail alcohol establishments for the purpose of enforcing Missouri's liquor control laws which prohibit the sale of alcoholic beverages to minors. This program allows retailers, local law enforcement and the Division of Alcohol and Tobacco Control an opportunity to form a partnership to curb underage alcohol consumption. Minors who show fake identifications or who otherwise attempt to purchase alcohol will be arrested and prosecuted by local authorities. This program has been very successful in building good working relationships between the Division of Alcohol and Tobacco Control and licensed establishments throughout the state.

2. Server Training: This educational workshop will be performed by a designated Alcohol and Tobacco Control Agent and will provide licensees, their employees and local law enforcement agencies with a clearer understanding of state liquor laws. This program's primary purpose is to prevent violations by educating and informing alcohol sellers of their responsibilities and encouraging them to make responsible decisions. The focus of this training will be on illegal sales to minors, fake IDs, demonstrations on age verification devices, sales to intoxicated persons, third party sales, after hours sales, delivery and consumption of alcohol, and limitations on "happy hours".

3. Party Patrol/JET (Joint Enforcement Teams): During a special, high-incident neighborhood event, the Division of Alcohol and Tobacco Control will join forces with local law enforcement to establish a visible presence in the community and at the special event. Division Agents will "patrol" and saturate the event and surrounding community. On occasion, in order not to compromise the identity of local agents who primarily work undercover, the Division will provide agents from neighboring districts. The Agents will check identifications and issue summonses or violations as they occur. Party Patrol will include patrols for third-party sales, and Agents will issue summonses to adult providers as those incidents occur. Agents will also enforce house party laws by arresting those who host underage drinking on their property. Although the primary purpose of the party patrol is to establish a presence to deter the sale and consumption of alcoholic beverages to minors, the Agents will be in constant communication with local law enforcement and therefore will be able to report and assist in the deterrence of any unlawful activity. The Division will also meet with local law enforcement and community organizations sponsoring the event to coordinate enforcement efforts and to establish procedures and protocols. Many areas of the State experience certain time periods, not necessarily tied to a particular event, during which underage drinking is a particular problem. This is especially true in small- and medium-sized communities. Small Party Patrol teams and/or JETs will combat underage drinking in these situations. Local law enforcement agencies and communities routinely contact the Division for the Division's expertise. Often, this occurs after increases in alcohol-related traffic crashes involving minors or increases in DWI incidents involving minors. The Division will join forces with local law enforcement and communities in these cases, to establish a presence in the community for a designated time period and to increase public awareness of underage drinking and its consequences. The Division will meet with local law enforcement and community organizations to coordinate enforcement efforts and to establish procedures and protocols. Depending upon the size of the community and of the local law enforcement agency, the Division will partner with that agency to the extent feasible and establish enforcement "teams" which will focus exclusively on underage drinking enforcement for the designated weekend or other time period. JETs will include walkthroughs of licensed establishments and patrols for third party sales, and teams will specifically patrol parking lots and sites where underage minors congregate. Through the partnership with local law enforcement, Agents will also be able to report and assist in the deterrence of any unlawful activity. The Division will use press releases and other announcements to inform the general public of the Division's presence when viewed as necessary by the District Supervisors.

College and resort communities will continue to be areas of primary concern. Once any area has been targeted, the Division of Alcohol and Tobacco Control will begin by offering Server Training to the licensees and employees of alcohol establishments in and around the selected area. These classes will be performed throughout the year as needed. At the selected time, Badges in Business, Party Patrol, and/or JETs will saturate that area for a specific time period. The District will attempt to perform as many investigations as possible, using staff assigned to the district as well as staff available from other districts.

4. Compliance Checks: Compliance Checks are the most effective way to reduce the number of sales to minors. This program is a great enforcement tool for areas that usually don't get the attention from the traditional ASAP program. The project components are: A Division employed minor will attempt to purchase alcohol from licensed establishments under direct supervision of two or more Agents. The attempted buy will be monitored by an audio recording and an undercover Agent. If a buy is made, the Agent will then issue the clerk a summons for sale of

alcohol to a minor. This program will be governed by State Law and the Rules and Regulations of the Supervisor of Alcohol and Tobacco Control.

PROBLEM IDENTIFICATION:

It's obvious that alcohol has a huge impact on the safety of Missouri roadways. For underage persons, the effects of alcohol in combination with novice level driving skills can be a deadly combination. The impact of alcohol on young drivers is one that has drastic consequences not only to the driver but anyone in their path.

- Twenty-two percent of youth surveyed indicated they rode in a car or other vehicle driven by someone who had been drinking alcohol, within the past 30 days. Twelve percent of these reported riding with someone who had been drinking more than once (Missouri Youth Survey 2006).
- Young drivers (under 21) are overrepresented in traffic crashes in proportion to the number of licensed drivers. Young drivers (under 21) comprise 10 percent of the licensed drivers and are involved in 29 percent of the traffic crashes (NHTSA).
- Around 14% of all youth of driving age (16 or more) said they had driven while drinking in the past 30 days (Missouri Youth Survey 2006).
- In 2006, 43 people were killed and 1063 were injured as a result of underage drinking and driving in Missouri (MSHP).
- One person was killed or injured every 27.8 minutes in a traffic crash involving a young driver (2006 Missouri Traffic Safety Compendium, MSHP).
- A total of 255 people were killed and 18,680 were injured in traffic crashes involving a young driver in Missouri (2006 Missouri Traffic Safety Compendium, MSHP).
- It's estimated that underage drinking costs the nation over 58 billion dollars as a result of various crimes, especially traffic crashes.

One of the biggest threats to the safety of Missouri's roadways is college drivers. College students are impacted by peer pressure and immature decision making. This leads to students abusing alcohol and sometimes getting behind the wheel under the influence of alcohol.

- 1,700 college students between the ages of 18 and 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes (Hingson et al., 2005).

One of the primary missions of the Division of Alcohol and Tobacco Control is to reduce the availability of alcohol to minors and the consumption of alcohol by minors. The enforcement strategies that the Division uses to accomplish this mission are the same as those proven effective by the OJJDP. Ten years ago, the Division implemented the Alcohol Safety Awareness and Prevention (ASAP) project, a comprehensive enforcement project incorporating almost all of the enforcement strategies evaluated by the OJJDP. With the support of other law enforcement agencies, community organizations and alcohol beverage retailers, this project has been highly successful.

Although progress has been made in reducing underage drinking, the issue must be given even wider visibility, and the public and policymakers must develop a more complete understanding of the problems and the costs if that progress is to be maintained and continued. The Division of Alcohol and Tobacco Control does not have adequate funding from general revenue sources to continue the ASAP project as an educational and enforcement tool and to enhance and improve the program in the coming year.

The simplest justification of the ASAP program is as follows: Young people who chose to use alcohol don't drink at home. They use the roadways to go somewhere to take part in the illegal use of alcohol. That is why ATC's enforcement efforts and preventive measures are vital in making Missouri's highways a safer place for everyone.

GOALS AND OBJECTIVES:

Goal #1: To reduce the number of minors attempting to purchase alcoholic beverages, increase retailer compliance with liquor laws and develop community awareness on the issues of underage drinking and sales to intoxicated persons.

Objectives

- The Division will increase compliance with state liquor laws and community awareness on issues related to underage drinking by providing educational, preventive and enforcement programs to communities with persistent problems. Each of the Division's three enforcement districts will choose target sites within their areas that have demonstrated a need for attention. The Division intends to focus on those areas which have demonstrated persistent problems with underage drinking. College and resort communities will be a primary focus. Saturations will take place during peak periods, such as the opening of fall classes in college communities, prom nights, holidays in metropolitan areas and summer weekends in resort areas. Licensees within those areas will be contacted and encouraged to participate.
- Each district will select an area of need and coordinate an appropriate enforcement strategy, which may include Server Training, Badges in Business, Party Patrol, JETs, and/or Controlled Buys. When possible, the ASAP project will be coordinated with local law enforcement agencies and their sobriety checkpoints.
- During the targeted event, Badges in Business, Party Patrol, and JETs investigations will saturate that area for a specific time period. The district will attempt to perform as many investigations as possible, depending upon the size of the community and of the event, using both their personnel and any personnel necessary and available from other districts. The saturation will usually last one or two nights (depending on funding and availability).
- Each Badges in Business investigation will usually have at least two to three Agents present during the operation. It is suggested that more than one Agent be present to ensure officer safety and more successful prosecution. During the investigation, the Agents will observe the premise and pose as patrons or employees, but will not participate in alcohol sales. As underage patrons enter the premise and attempt to purchase alcohol, the licensee or his employee will first check the youths' identifications. If the employee feels an identification is false or a youth is underage, then an Agent will question the youth and check his identification, using the age verification device with other methods. Once the Agent determines that the youth is underage, the Agent will issue the youth a summons for violation of the state's liquor control laws.
- In addition, the Division's Party Patrol unit or JETs will have agents patrolling the target area. The agents will partner with local law enforcement and neighborhood associations.
- The Division will also conduct random Compliance Checks at various locations across the state. The Compliance Checks will assist the community in finding problematic retailers and increase community awareness of the underage accessibility of alcohol.

Goal #2: To properly educate owners of liquor establishments, employees, local law enforcement agencies, community organizations and schools by providing information and educational workshops that will result in a clearer understanding of the state liquor laws.

Objectives

- The Division will conduct Server Trainings to educate retailers and law enforcement on Liquor Law. This program will help renew the commitment between the retailer and law enforcement in the prevention of underage drinking and other liquor law violations. The Division will also provide an ID Checking Guide to enforcement personnel and to licensees who attend Server Training. These Guides detail acceptable forms of ID in all 50 states. They are indispensable to Agents in their work. Retailers also rely extensively on these Guides in the daily operation of their businesses and the Guides will prove indispensable to licensees. The Division will also provide a lawbook to licensees who attend Server Training.

Goal #3: Increase community awareness of the dangers of underage drinking.

Objectives

- Raising public awareness of underage drinking problems and consequences is vital to efforts to combat it. As part of the Division's efforts through ASAP, the Division will create and disseminate to local broadcasters the results from area saturations.

Cost Assumptions:

- Overtime salaries, travel expenses, and pay for Compliance Inspectors to perform 200 Badges in Business programs, 50 Server Training workshops, 25 Party Patrol/JETs, and 400 Compliance Checks.
- ID Checking Guides for enforcement personnel and licensees who attend Server Training (\$15,000). To reflect statutory changes to the Liquor Control Law in the 2007 legislative session, \$5,000 will be utilized for the printing of new lawbooks for dissemination to licensees at Server Training sessions. To assist other law enforcement agencies in making liquor law cases, \$3,000 will be used to print law enforcement guides (law enforcement's liquor law quick reference guide). Police Officers from other agencies can keep this guide in their patrol car to find quick answers to the most frequently asked liquor law questions.
- Travel to send four Agents to the National Liquor Law Enforcement Association training (location to be determined). This training conference is an excellent opportunity for the Division to learn new law enforcement techniques in the fight against underage drinking -- approximately \$5,000.
- UV flashlights -- UV light is critical in detecting fake IDs because most states (including Missouri) have an embedded UV security feature. That security feature is one of the few that cannot be duplicated by counterfeiters. These lights allow Agents to check for that security feature and to detect more fake IDs. The estimated cost of 40 lights with case and batteries is \$3200.
- ID checking machines to assist the Agents in checking IDs particularly IDs that they are not familiar with. Six of these machines would cost an estimated \$9000.

Over 75% of the Division's enforcement effort is funded by the Highway Safety grant. ATC is the Agency responsible for coordinating the underage enforcement efforts statewide. These funds are increasingly important in the effort to combat underage drinking and driving in the State of Missouri.

RESULTS:

During the course of the grant year the Division conducted 119 Server Trainings across the state that trained 6805 people. The Server Training Program has seen a large increase in attendance and requests for the program. The attendance for the Server Training program has more than doubled

over the last two years. (4089 people were trained in 2007 and 2897 people in 2006.)

The Division conducted 402 Badges in Business programs that resulted in 89 arrests.

The Division conducted 889 Compliance Checks throughout the state utilizing Highway Safety funds. 338 of the 889 checks sold alcohol to the Compliance Inspector. This equates to 38% noncompliance in regard to retailer selling alcohol to minors. This represents a 5% drop in the amount of noncompliant checks. (In 2007, 43% of retailers checked were found to be noncompliant.) A drop in the noncompliant rate indicates that the program is working.

During FY08, the Division's Agents conducted Party Patrol/JET saturations at the following events (The following numbers do not include all Party Patrol/JET programs, but represents a sample of the target areas to show the variety of events where Agents have a visible presence. The number of arrests may include some BIB, CC arrests and/or some assisted arrests since Party Patrols/JETs are an all-encompassing enforcement project):

1. Washington & St. Louis University PP (St. L., 10/12/08) = 7 arrests
2. Lifehouse Concert (Springfield, 11/1/07) = 2 arrests
3. Bar Patrol (Warrensburg, 11/15/07) = 3 arrests
4. KU/MU Football (KC, 11/24/07) = 10 arrests
5. Southside Party Patrol (St. Louis, 12/13/07) = 2 arrests
6. Mardi Gras (St. Louis Soulard, 2/2/08) = 42 arrests
7. Bar Patrol (Springfield, 3/6/08) = 34 arrests
8. St. Pat's Parties (Franklin County, 3/15/08) = 6 arrests
9. St. Patrick's Day Parade (Downtown St. Louis, 3/15/08) = 6 arrests
10. St. Patrick's Day Parade (Dogtown St. Louis, 3/17/08) = 6 arrests
11. Party Patrol (Columbia, 3/19/08) = 9 arrests
12. Thirsty Thursday (Osage County, 3/27/08) = 5 arrests
13. MWSU Concert (St. Joseph, 4/10/08) = 3 arrests
14. Party Patrol (Columbia, 4/19/08) = 14 arrests
15. Prom (St. Joseph, 5/3/08) = 35 arrests
16. Rock Festival (KC, 6/7/08) = 14 arrests
17. Royals College Night (KC, 6/11/08) = 4 arrests
18. Testical Festival (Olean, 6/14/08) = 4 arrests
19. Osage Co. Fair (Linn, 7/12/08) = 3 arrests
20. NEMO Fair (Kirksville, 7/15/08) = 4 arrests
21. Montgomery Co. Fair (Montgomery City, 7/17/08) = 2 arrests
22. Busch Stadium Area Party Patrol (St. Louis, 7/23/08) = 9 arrests
23. Cole Co. Jaycees' Fair (JC, 8/1/08) = 2 arrests
24. Rodeo (Sikeston, 8/7&8/08) = 4 arrests
25. MO State Fair (Sedalia, 8/7-16/08) = 24 arrests
26. Town & Country Fair (Washington, 8/9/08) = 2 arrests
27. Party Patrol (Columbia, 8/22/08) = 17 arrests
28. Bar Patrol (Maryville, 9/5/08) = 2 arrests
29. SEMO Fair (Cape Girardeau, 9/10/08) = 3 arrests

Over 839 arrests were made utilizing ASAP funds in FY08

FUNDING:

410 : \$358,640.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Court Monitoring Project

PROJECT NUMBER:

08-K8-03-31

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Drunk Driving Enforcement

AGENCY NAME:

Mothers Against Drunk Driving

AGENCY CONTACT:

Acting Director

PROJECT DESCRIPTION:

The Court Monitoring Project placed volunteers and staff in the courtrooms of eleven of the original counties for the first year and three metro counties of Missouri that had the lowest DWI prosecution conviction rates the second year to observe cases and note their outcomes. Five counties fell into the criteria of monitoring from the 2004 DWI conviction statistics; Caldwell, Carter, Henry, Platte, and Worth. For the third year, volunteers were continually trained in monitoring procedures, court procedures, and Missouri DWI laws and a Kansas City court monitor was hired. That individual left and the position was switched to the St. Louis area with Highway Safety's permission. Five new counties fell into the criteria of monitoring from the 2005 DWI conviction statistics and they were Harrison, Andrew, Maries, Carter, and Ripley. Each of those jurisdictions were monitored numerous times by staff or volunteers.

In order to measure program objectives, MADD Missouri State will implement the following activities:

1. Compile pertinent statistical information on the handling of DWI cases;
2. Provide feedback to the Highway Safety Division about the effectiveness and enforceability of the current DWI laws;
3. Make the courts aware of the public's scrutiny of DWI case results;
4. Inform the public of the trends in DWI enforcement through the judicial system; and.
5. Notify appropriate agencies, media, and public about the correlation of raising the DWI conviction rate and correspondingly lowering the alcohol fatality and injury crashes in those monitored counties.

MADD Missouri should attract support and help in this project from other segments of the community (e.g. college and law school students). Senior citizens, who represent a large untapped volunteer pool, should also be approached. By harnessing volunteer support from several areas, MADD Missouri should be able to track a substantial number of cases in the targeted counties. Recruiting and training members of volunteers' organizations is critical to placing people in the courtrooms. Community members and volunteers participating in the court monitoring project will help to ascertain whether court monitoring is effective in reducing alcohol-related fatalities. Their monitoring of the sentences handed down will show whether the appropriate sentences for impaired driving have been adjudicated.

TRAINING:

MADD Missouri State will use the court monitoring training kit developed by MADD for use with this project. The kit will consist of a CD-ROM, video, how-to manual, notebook, and forms. The Program Specialist will use these training materials to train the volunteers how to monitor DWI courts, document relevant case information, and collect public record data. The court monitor in St. Louis will be trained by the National Court Monitoring Manager and taught to train volunteers in their respective areas.

MONITOR DWI COURTS:

Volunteer court monitors will observe in their assigned counties at all pertinent phases of the trial. They will record the disposition of each case as well as note the original charge and whether or not the conviction was based on the original charge or a lesser-included crime. They will also note any plea offers in the court. The program will follow each defendant from arraignment through the post-conviction process: jail, probation and/or appeals. This method allows a comprehensive observation of the entire judicial process, including prosecutors, defense attorneys, evidence collected and testimony given by law enforcement officers as well as judicial conduct both in the courtroom and during sentencing. It also allows a post-courtroom look at how the system works following adjudication.

Each volunteer monitor will fill out a worksheet (reporting form) that will be turned into the Project Program Specialist.

DATA COLLECTION:

Following cases in this manner will allow trends to become readily apparent and also show differences in jurisdictions. Issues to address include the effects of court monitoring on: the basic disposition of DWI cases (guilty, dismissed, not guilty, guilty of some other offense; the sanctions imposed; how the effect may vary by whether judges are appointed versus elected (pleas at arraignment, pleas at subsequent appearances, plea bargains, summary judgments, jury trials, deferred judgments and the like); disposition by BAC at time of arrest or refusal; disposition by prior record; and how the defendant is handled by the system after conviction; and other issues that will evolve through discussions with the expert panel.

PROJECT PERSONNEL:

Program Specialist: This individual will oversee all aspects of the court monitoring project, including recruiting, training, and supervising court monitoring volunteers; gathering baseline data; compiling written reports and statistics on disposition of cases and alcohol-related deaths/injuries/crashes; court monitoring; and writing and submitting progress and final reports.

Program Specialist: This individual will oversee and participate in court monitoring in the St. Louis metro area, which includes Franklin, Lincoln, Ste. Genevieve, and St. Louis counties. They will recruit, train, and supervise monitoring volunteers; gather baseline data; compile written reports and statistics on disposition of cases and alcohol-related crashes; and assist the project manager in submitting progress and final reports.

PROBLEM IDENTIFICATION:

The mission of Mothers Against Drunk Driving (MADD) is to stop drunk driving, support victims of this violent crime and prevent underage drinking. The MADD Missouri Court Monitoring/Partnership Program focused on fourteen target counties the first year of the grant period based on 2003 DWI Highway Patrol only prosecution rates: Wright 5%, St. Clair 5.6%, Osage 9.3%, Morgan 11%, Mercer 12.5%, Pike 13%, Ste. Genevieve 14%, Franklin 15%, Lincoln 15.8%, Texas 18.4%, and Johnson 19.8%. The program focused on three metro counties the second year of the grant period: St. Louis 19%, Jackson 14.2%, and Clay 11.4% along with the original fourteen counties and five counties for 2004 which were: Caldwell, Carter, Henry, Platte, and Worth. Subsequently the program focused on five counties for 2005 and they were: Harrison, Andrew, Maries, Shannon, and Ripley. MADD Missouri has now averaged the 3-year totals of 2003, 2004, and 2005, which has culminated in the following 12 counties receiving the push for project monitoring purposes. They are: St. Louis, Franklin, Lincoln, Ste. Genevieve, Jackson, Clay, Platte, Caldwell, Mercer, Harrison, Osage, and Maries counties.

A study conducted for the National Highway Traffic Safety Administration (NHTSA) in 1990 examined court monitoring in the state of Maine. (Impact of Court Monitoring on DWI Adjudication, December 1990, DOT HS 807 678) The results showed that court monitoring is an effective tool to affect the adjudication process. In cases where court monitors were present, the conviction rates of DWI/DUI offenders were higher by ten percent and the case dismissal rates were lower by 70 percent. Cases that were monitored showed that an individual's refusal of a BAC test resulted in a higher conviction rate of approximately 25 percent over refusal cases that were not monitored. The overall case dismissal rate was nearly 90 percent lower. The study noted that the effects on sentences, in terms of strictness and adherence to the limits set out in statutes, were greatest for drivers with blood alcohol levels (BAC) between .10 and .11 and in cases where the driver had refused a BAC test when monitors were in the courtroom. This was especially true for first-time offenders.

In court monitoring programs, volunteers observe, track, and report on court activities related to impaired driving cases. Ideally, they follow cases from arrest through disposition, recording the proportion of cases that are dismissed or reduced down to lesser offenses, the rate of convictions, the sanctions imposed, and whether the sanctions are carried out. Studies of court monitoring programs indicate that monitored cases produced higher conviction rates and stiffer sentences than unmonitored cases. Court monitors are able to draw attention to the system's shortcomings.

Conviction rates for impaired driving vary widely from state to state, indicating failures and inconsistencies in case processing systems. For example, Connecticut reported that in 1998, 72 percent of DWI arrests were adjudicated "other than guilty." By contrast, California reported that 72 percent of DWI arrestees were convicted in 1998. (It's Time To Get MADD All Over Again - Resuscitating The Nation's Efforts To Prevent Impaired Driving)

Court monitoring has also proven to be a highly effective method of creating ongoing productive discussions between citizens and the judiciary. This makes the courts more accountable to the communities they serve. This dialogue often serves to advance improvements such as identifying shortcomings in the system, recommending solutions and advocating for change in the court system and procedures.

GOALS AND OBJECTIVES:

The goal of the court-monitoring program is to analyze the judicial system to determine where breakdowns are occurring in the trials and adjudications of impaired-driving defendants and offer solutions.

OBJECTIVES:

MADD Missouri State will measure the success of this goal through the following outcome objectives:

1. Compare baseline data with outcome data to determine whether the presence of monitors increased the conviction rates of DWI offenders;
2. Place monitors in courts to record court action from arraignment through post-conviction and to see if presence of monitors will cause a decrease in the DWI case dismissal rate;
3. Place monitors in courts to determine if careful monitoring will bring about an increase in the sentence length for DWI offender; and
4. Observe the alcohol fatality and injury rates to determine if conviction rates improve as alcohol fatality and injury crashes decrease in those monitored counties using information from the traffic studies and corrections engineer.

RESULTS:

MADD Missouri monitored the following counties with a DWI conviction rate of 21.5% or less of the arrests made by the Missouri State Highway Patrol: St. Louis, Lincoln, Franklin, Jefferson, Jackson, Cass, Pike, Warren, Dade, Iron, Wayne, Mercer, Dent, and Maries. The four older (06-07) counties with this rate were: Douglas, Gasconade, Butler, and Atchison counties. All four of these counties improved above the 21.5% rate on the 2007 report after court monitoring, a couple improved as much as 10% or higher.

The MADD National Court Monitoring database reflects the following for Missouri: a 96% guilty conviction rate of the cases monitored and entered, 17% were sentenced to jail with 16% receiving a fine and a suspended execution of sentence (SES), and 92% received some form of probation.

In looking at the alcohol crash data the following was noted: Douglas county reduced the crash rate from the second quartile to the third quartile, Gasconade and Atchison counties remained the same at 0.3% and 0.1% respectively in frequency, and unfortunately Butler increased its frequency percentage to 0.4%. Overall, nine counties decreased the alcohol crash frequency, three counties remained the same, and seven counties increased their crash frequency or percentages.

Through numerous hours of court monitoring of the selected counties, other positive and successful components have occurred. Those are: pledges of renewed cooperation by prosecutors and judges, enhanced sentencing of DWI cases, informative chamber meetings with judges and prosecutors, new identification of high risk drivers, new commitments of agencies and officials to participate in the DWI tracking system, vigorous and positive discussions in open court, impromptu education of court officers and personnel in regards to submitting convictions per statute on a timely basis, use of new and innovative sentencing techniques including ignition interlock devices, scram, etc., and other important topics about DWI and handling of the records.

An on-going positive outcome has been the judicial duly noting they could not cater to the desires of particular defense attorneys because of the presence of MADD in the courtroom and must adhere to the statutes pertaining to SIS and SES sentencing. Some other jurisdictions announced to defense attorneys that MADD we present and plea bargains made prior to the court proceedings would not be honored and the parties would have to re-negotiate. MADD Missouri feels the communication by the Office of State Courts Administrator via e-mail and newsletters has helped play a role in the improvement.

The training of volunteers has been an on-going process since the inception of the grant. Through this period, (07-08) there were eighteen volunteers trained by the St. Louis/Central office. MADD National has just recently implemented a new on-line court monitoring training course with trainings now planned every quarter. The organization is in the process of hiring the St. Louis court monitor to replace Anna Clifton-Stokes who resigned in September of 2007.

The MADD National 2007 Memorial Day court monitoring project was completed on November 10th and the nationwide media release was in May 2008. In Cole County the arrest rate increased by 33% compared to the holiday period of 2006 and the conviction rate increased by 16%. Three of Jefferson City municipal cases were upgraded (referred) to Cole County Associate Circuit Court for 2007 as compared to zero for 2006. The 2008 Memorial Day project will be completed on November 10, 2008 and will be noted in the next report.

MADD Missouri also completed a monitoring project of the six DWI weekend saturations that occurred at the Lake of the Ozarks during the summer and fall of 2007. The Central Region of the Missouri Coalition of Roadway Safety funded the enforcement project. MADD found some irregularities with some sentencing of SIS as prior offenders, contrary to Missouri statutes. MADD also tracked an inordinate amount of offenders that received decisions in their favor against the Department of Revenue in Camden and Miller counties. Those counties had represented DOR during those hearings. Print and television media were contacted and provided with the information through a project report and media release.

MADD presented at the Missouri Impaired Driving Assessment for the prosecution panel in August 2008. MADD was privileged to attend with the Missouri Office of Prosecution Services and the Buchanan and Audrain county prosecutors.

FUNDING:

410 : \$110,310.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

DRE

PROJECT NUMBER:

08-K8-03-03

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Missouri will maintain a sufficient number of certified DREs so that not one officer is overburdened with responding to perform evaluations on suspected drug impaired drivers. To achieve this, Missouri will conduct two DRE schools to certify 40-50 officers as DREs at each school and two eight-hour blocks of instruction for DRE recertification purposes. Funds will also be made available for other training including the national conference on impaired driving.

PROBLEM IDENTIFICATION:

The Missouri Department of Transportation, Highway Safety Division is committed to detecting, apprehending, and properly adjudicating alcohol and drug-impaired drivers from our state's roadways. In 2007, the Missouri Drug Evaluation and Classification program provided police officers the training and equipment necessary to recognize drug impaired drivers and remove them from our roadways. Continuous training must occur in order to maintain a sufficient number of Drug Recognition Experts in Missouri.

GOALS AND OBJECTIVES:

The goal of this project was to provide training and workshops for certification and recertification of officers in the DRE program,.

RESULTS:

Three DRE Certification schools were conducted this project year. The classes were held in the Kansas City area, St. Louis area, and the Springfield area. There were two recertification workshops held this year. Funding was also furnished for officers to attend the National Impaired Driving Conference in Indianapolis, IN.

FUNDING:

410 : \$28,100.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Law Enforcement Training

PROJECT NUMBER:

08-154-AL-58

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

MO Dept. of Revenue

AGENCY CONTACT:

Mr. Omar D. Davis, Director

PROJECT DESCRIPTION:

For the past number of years, the Department of Revenue, General Counsel's Office, has organized and presented law enforcement training seminars across the state. These seminars are scheduled for a four-hour session at every Missouri State Highway Patrol troop headquarters in the State of Missouri. Topics traditionally include instruction on how to prepare and testify for trial; applicable DWI case law updates; standardized field sobriety testing procedures; applicable motor vehicle and driver license legislative updates on new laws; and specific topics year-to-year, on emerging issues in DWI defense and prosecution, as dictated by efforts of defense attorney statewide. Applicable, updated materials are also provided to seminar attendees, and the courses are offered at no cost to law enforcement, prosecutors, and members of the judiciary who attend. Training is conducted by experienced practitioners in the field, including certified law enforcement, licensed members of the Missouri Bar, and technicians in their particular field of expertise.

This training is scheduled during the months of August and September annually, and is scheduled for two four-hour sessions in St. Louis, Kansas City, and Springfield, and one four-hour session each in the cities of Poplar Bluff, Willow Springs, St. Joseph, Macon, Rolla and Jefferson City. Courses will be completed by September 30, 2008.

Costs will include printing, postage and other associated costs for the Traffic Notes newsletters, Law Enforcement Seminars and Prosecutor Manuals.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related traffic crashes.

Alcohol and drug impaired and intoxicated drivers are avoiding criminal and civil sanction by virtue of inadequately and/or inconsistently trained law enforcement officers, statewide. There is

disparity of treatment between those intoxicated drivers who submit to chemical testing and those who refuse such testing. The experience of Department of Revenue attorneys in hearing and prosecuting alcohol-related license actions over the past twenty years has shown that, statistically, more than 50% of those who refuse to submit to testing never have a license suspension imposed, and less than 10% for those who submit to testing and test .08% (.02% for minors) or above. There are inconsistent and inadequate procedures establishing cases for intoxicated drivers involved in motor vehicle crashes, particularly where injury and/or blood testing involved. Lack of reliable, common information source for law enforcement, prosecutors, and judges regarding changes in applicable case law, statutes and regulations dealing with intoxicated driver issues. Lack of funding for officer training by small police departments and law enforcement agencies--the training and materials resulting from these grant funds are provided at no cost to law enforcement.

GOALS AND OBJECTIVES:

GOAL:

The goal is to heighten awareness and educate law enforcement, prosecutors and judges in regard to developing trends in driving while intoxicated law and prosecution issues to help improve the number of offenders who suffer a license consequence or criminal sanction. Measured success may be found by an expected increase in the percentage of those arrested for alcohol or drug related offenses having a license suspension or revocation action imposed, criminal conviction, or both.

OBJECTIVE:

1. Provide law enforcement training seminars across the state.
2. Produce and disseminate quarterly newsletter.

RESULTS:

Department of Revenue Law Enforcement Seminars were conducted and consisted of a four-hour presentation covering Missouri DWI case law and statute update (Jim Chenault, DOR Senior Counsel, presenter); Standardized Field Sobriety Testing (SFSTs), focusing on updated and proper Horizontal Gaze Nystagmus test administration (various approved instructors, statewide); Breath Alcohol issues (Brian Lutmer, Missouri DOHSS, presenter); and Missouri Driver License Issues/Administrative Alcohol processes/New Legislation (Charles L. Gooch, DOR Managing Counsel, presenter). Fourteen training courses were conducted at ten Missouri State Highway Patrol headquarters statewide, July, August and September, 2008. A new location was added this year in Cape Girardeau, which was well attended by law enforcement and court personnel. A combined total of over 300 law enforcement officers, judges and court personnel attended the sessions. While attendance was down this year, this was most likely attributable to related training sessions scheduled by the Department of Health at the same locations, at or near the same times as the DOR seminars (a situation we expect to remedy in the future). Approximately 500 updated DOR Law Enforcement Seminar manuals (250+ pages) for 2008 were printed and distributed to attendees and others in the law enforcement field and judiciary.

RESULT--Over 300 law enforcement officers, judges and court personnel were trained on updated case law, statutory amendments, DWI and Administrative Alcohol processes for arrest, evidentiary testing, appeal, and reporting. The program was certified by the Missouri State Highway Patrol for 4.0 total hours of P.O.S.T. Continuing Education credit (technical and legal) for law enforcement, and by the Missouri Bar Association for 4.0 hours of required annual Continuing Legal Education (CLE) credit for attorneys and judges.

Four editions of the DOR "Traffic Notes" Newsletter were produced in October, 2007, January, 2008, May, 2008, and August, 2008. These issues covered various traffic-related topics ranging from Administrative Abuse and Lose provisions (§577.500, RSMo); Mandatory Insurance processes (Chapter 303, RSMo); Administrative Alcohol hearing processes; new Ignition Interlock provisions; Mandatory Insurance; DWI case law updates; and legislative updates. Each issue of the newsletter was published in a six-page format with photographs and distributed in all 114 Missouri counties to over 1,600 judges, prosecuting attorneys, law enforcement and court personnel.

RESULT--Over 1,600 judges, prosecutors, law enforcement and court personnel provided with updated information on driver license and motor vehicle-related issues in the state of Missouri, together with contact information for assistance.

Nominal expenses were incurred for presentations by members of the Department of Revenue, General Counsel's Office at the 2008 Missouri Association of Drug Court Professionals, April 24, 2008, Osage Beach, Missouri (Charles Gooch, Managing Counsel); the 2008 Missouri Police Chiefs' Association annual conference, May 7, 2008, Lake Ozark, Missouri (Charles Gooch, Managing Counsel); the Type II Breath Testing and Maintenance Refresher Course presentation, at locations statewide, August and September, 2008 (with the Missouri Department of Health and Senior Services), (Jim Chenault, Senior Counsel); and the June, 2008 Missouri Office of Prosecution Services (MOPS) training session (Jim Chenault, Senior Counsel).

RESULT--Over 500 attorneys, judges, prosecutors and law enforcement officers were trained on various administrative license actions, with a focus on emerging issues regarding DWI and administrative alcohol law, driver license suspension and revocation actions and commercial driver license (CDL) issues.

FUNDING:

154 : \$13,996.75

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Sobriety Checkpoint Supervisor

PROJECT NUMBER:

08-154-AL-56

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center will conduct Sobriety Checkpoint Supervisor training courses as part of the state's overall DWI program. The training will be offered to any law enforcement agency currently under contract with MoDOT's Highway Safety Division, or any agency that wishes to conduct sobriety checkpoints in their jurisdiction. The program, developed by the Missouri Safety Center for the Highway Safety Division, has been the cornerstone of this specialized enforcement program since 1983. The curriculum includes 8 hours of classroom training in legal issues, operations, field testing, officer safety, media relations, and includes observation of an actual checkpoint conducted with the cooperation of a host agency. This hands-on course gives attending officers the opportunity to see first hand an actual sobriety checkpoint in operation. This training covers not only regular checkpoints and large checkpoint operations but also low manpower checkpoints as well. Each attending officer is exposed to the three phases of the actual checkpoint including, checkpoint set up, line operations and field/alcohol testing. The budget for this program proposal includes the training, food, lodging and the associated materials.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related traffic crashes.

Sobriety checkpoints have long been known to be an effective impaired driving enforcement method. In a review of the literature across the nation, it was concluded that the accumulation of positive findings for visible and well-publicized checkpoints provide support for the proposition that sobriety checkpoints are capable of reducing the extent of alcohol-impaired driving and of deaths and injuries on the highway (Ross, 1992a). However, checkpoints should be conducted following the most current case law, which establishes the precedent of sobriety checkpoint operations in the state.

GOALS AND OBJECTIVES:**Goal:**

To train sobriety checkpoint supervisors in law enforcement agencies that will be conducting sobriety checkpoints to ensure that they are designed and operated in accordance with established case law.

Objectives:

1. Conduct two to three Sobriety Checkpoint Supervisor courses training up to a total of 60 new supervisors from city, county and state law enforcement agencies.
2. Target priority agencies which are under grant contract with the Highway Safety Division of MoDOT to conduct Checkpoints.

RESULTS:

Two Sobriety Checkpoint Supervisor courses were conducted with a total of 51 sobriety checkpoint supervisors trained in the courses.

FUNDING:

154 : \$32,400.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

SFST Coordination

PROJECT NUMBER:

08-154-AL-55

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement Officers

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center will coordinate the SFST program administration and implementation statewide. This will include maintaining a statewide coordinator, a certified NHTSA instructor, and the oversight of training conducted in the area of impairment detection. It will also include increased training efforts to accomodate all officers who need the basic, update or refresher training. This will allow for additional SFST instructors to be certified to conduct localized training at the academy and department levels where needed. The state coordinator will also be responsible for providing updated information to all current SFST instructors when available, monitoring programs being taught for compliance with NHTSA curriculum, and keeping the legal section of the program up-to-date.

PROBLEM IDENTIFICATION:

Since the mid-1970s, the National Highway Traffic Safety Administration (NHTSA), with the cooperation and assistance of the law enforcement community, has conducted research that resulted in the development of a battery of three standardized field sobriety tests (horizontal gaze nystagmus, walk-and-turn, and the one leg stand) to assist police officers in detecting impaired drivers. Training in how to conduct the tests is included in the NHTSA course DWI Detection and Standardized Field Sobriety Testing.

In 1986, the Advisory Committee on Highway Safety of the International Association of Chiefs of Police (IACP) passed a resolution which recommended that law enforcement agencies adopt and implement the field sobriety testing training program developed by NHTSA. As the program has grown, it has become apparent that in order to insure continued success, nationally accepted standards must be established. These standards, which establish criteria for the selection and training of SFST practitioners, would help insure the continued high level of success of the SFST program.

In Missouri, the need continues for coordination of the SFST program. Inconsistencies may still exist in the various versions of curriculum being used, the instructions being taught or actual field administration of SFST. The accepted SFST standard should be the most current NHTSA curriculum that incorporates the latest Missouri case law into the legal section. In 2005/2006 the Missouri Safety Center, under direction from MoDOT's Highway Safety Division, established a statewide SFST Coordinator and began coordination of the statewide effort. During that process

many issues had to be addressed including the ability to update and standardize older curriculums and basic training. Field officers enforcing DWI laws in Missouri must have demonstrated skill levels as identified in the NHTSA curriculum. This action would also allow for continuation of this service to local/county/state law enforcement officers and increased DWI enforcement under Missouri's Blueprint for Roadway Safety.

GOALS AND OBJECTIVES:

Goal:

The goal of this project is to provide SFST program coordination and technical assistance to law enforcement across the state.

Objectives:

1. Using the latest NHTSA curriculum, and supplementing with current Missouri case law in the legal section, develop and maintain a master curriculum and provide it to all current SFST Instructors.
2. Provide update workshops to SFST instructors across the state who are not current but wish to continue training.
3. Offer new instructor training courses for a limited number of instructors, providing the training in regional locations around the state.
4. Establish a database of certified SFST Instructors in Missouri.
5. Establish a database of all field officers who are trained through the 24-hour SFST course or are updated to the 24-hour level from 16- or 20-hour programs.
6. Provide, as requested, subject matter training to officers of the court on handling SFST cases.
7. Maintain a support system that provides updates to trained field officers as needed.
8. Provide technical expertise and quality assurance for MoDOT funded impaired driving programs.

RESULTS:

The SFST Coordinator maintains an email list-serve of all SFST Instructors and sends out notices and updates as needed and when appropriate. The NHTSA - HS 178 R2/06 materials are currently be provided to instructors in the state.

Below is a list of training offered under this grant over the contract year:

- o Two 8-hour instructor update courses were offered with 53 in attendance;
- o Two SFST Instructor courses were offered training 22 officers;
- o Twenty SFST Courses were held, training 301 officers; and
- o Three 8-hour SFST update courses were offered with 29 officers in attendance.

FUNDING:

154 : \$169,214.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Breath Lab

PROJECT NUMBER:

08-154-AL-54

PROGRAM AREA:

154 Alcohol Project

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:**AGENCY NAME:**

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

Since 1988, the Highway Safety Division has partnered with the Missouri Safety Center to provide training, equipment and technical support to Missouri's law enforcement agencies and officers in the area of DWI Enforcement. Specifically this partnership has provided advanced technology breath test instruments, training of field officers as both Type II and Type III's, maintenance of instruments and support equipment and field support for expert testimony in court. During this past 19 plus years the program has accomplished a reduction in the number of certified instruments from 11 to 3 statewide, established a standardized curriculum, established a central location for repairs and maintenance of equipment, and worked with the Highway Safety Division to provide critical support equipment to enhance Missouri's DWI efforts.

The need remains for consistent, high quality training and technical support for Missouri's law enforcement agencies who conduct DWI enforcement. Support will be provided in three critical areas: 1) continue to provide Type II and Type III training to law enforcement officers, as well as update training as needed. This includes conducting full Type II Supervisor training, Type II Update training for specific instruments, and Type III training as needed for local officers who do not have access to the other training programs. 2) maintenance and repair support must continue for in-service instrumentation throughout the state which requires permanent and mobile repair facilities, parts inventory, and data systems for documentation of repairs and status. 3) replace a certain percentage of breath instruments each year, on a rotational basis, concentrating on the instruments with the heaviest volume of use in the first two years of implementation.

PROBLEM IDENTIFICATION:

Alcohol and other drugs contribute substantially to traffic crashes on Missouri's roads, especially those resulting in death or disabling injury. In the 2003-2005 period, 540,126 traffic crashes occurred in the State. Of those, 0.6 percent resulted in a fatality and 3.6 percent involved someone being seriously injured. During the same time period, there were 25,972 traffic crashes where one or more drivers and/or pedestrians were under the influence and, in the opinion of the investigating officer, their intoxicated condition was a contributing factor. In 2003-2005, 840 people were killed and 4,148 people were seriously injured in the 25,972 alcohol/drug related traffic crashes.

GOALS AND OBJECTIVES:

Goals:

1. To provide Type II and Type III training including any refresher or update training to law enforcement around the state to support the current breath testing instruments in use by their respective departments.
2. Provide instrument repair and maintenance to Missouri's law enforcement agencies.

Objectives:

1. Conduct the 40-hour Type II Supervisor Course(s) for up to 60 officers statewide.
2. Conduct the 16-hour Type II Supervisor Update Course(s) for up to 80 established supervisors statewide.
3. Provide 8-hour Update training for existing Type II's in the field.
4. Conduct the 36-hour Type III Operator Course(s) for up to 60 officers statewide.
5. Conduct, regionally, the 36-hour Type III Operator Course(s) for up to 60 officers as needed.
6. Provide necessary service (repairs and maintenance) to law enforcement agency instrumentation.
7. Design and implement a system to allow for partial replacement of law enforcement agency breath testing instruments each year.

RESULTS:

The Breath Alcohol Lab continues the process of reconditioning and/or rebuilding older Datamasters for local law enforcement agencies in the state. Lab staff negotiated an in-kind gift of over 100 Intoxilyzer 5000 units from the State of Kansas (an estimated value of over \$200,000 based on condition of the units). Some of the units will be dismantled for parts while others will be conditioned and/or reprogrammed and used to replace older units in the field.

Staff at the Breath Alcohol lab is also working with the State of Arkansas to negotiate an in-kind gift of up to 50 Datamasters. Arkansas is moving to a different unit and agreed to provide the lab with some of their Datamasters for parts or field placement based on condition of the units.

Breath Alcohol Lab staff have made 167 repairs to breath alcohol testing instruments and conducted 91 simulator verifications.

Training accomplishments during this grant year include:

- o 48 Type II supervisors trained;
- o 48 Type II students participated in the 16-hour Type II Supervisor Update Training;
- o Six regional Type II refresher courses were held in Jefferson City, Cape Girardeau, Lee's Summit, St. Peters, Rolla and Springfield training a total of 189 officers; and
- o 45 Type III operators trained with an additional 48 receiving the training regionally. The regional courses were held in Farmington, Cape Girardeau, Jefferson County, Christian County, and Kirksville.

FUNDING:

154 : \$190,392.00

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OCCUPANT PROTECTION

It is well recognized that one of the best forms of protection from death and injury when traveling in a motor vehicle is seat belts and child safety seats. In Missouri the usage rate for seat belts was 76% in 2008—down 1% from the previous year when it was 77%, and still lower than the national average. Misuse of child safety seats is conservatively figured in the upper 80 percentile. This program area addressed means to encourage people to wear their seat belts (every time they are riding in a vehicle) and also to educate parents/caregivers on the proper installation and use of child safety seats.

The greatest effort in the Occupant Restraint area was implementation of Missouri's *Click It or Ticket* seat belt campaign. Paid advertising was used to produce radio public service announcements and billboards. Emphasis was placed on reaching the population of the general public with special emphasis on minorities.

Missouri's motorcycle safety program (administered by the Missouri Safety Center at University of Central Missouri) focuses on crash prevention, which is the area that has the greatest potential to offer a safety payoff for motorcyclists. MoDOT supports effective state rider education and training programs and encourages proper licensing for all motorcyclists. We will analyze feedback from the *Ride Safe Missouri* training program to evaluate progress toward the benchmark.

OTHER OCCUPANT PROTECTION INITIATIVES

Due to the passage of a booster seat law in 2006, Missouri has continued to apply for and receive 2011(d) grant funding for the last three years to further enhance child passenger safety efforts for low-income families. In order to effectively determine misuse of child safety seats, and correct that misuse, parents/caregivers must be able to bring their vehicle and child safety seat to a certified technician to be shown how to correctly install their child safety seats. In order to accomplish this, individuals must be trained as certified child safety seat training Instructors. These instructors then train certified technicians who are equipped to check the safety seats and provide education to parents/caregivers for proper installation. Established locations, dubbed "inspection stations" have to be identified where the seats and vehicles can be brought for the proper check. To date, Missouri has a database of 36 instructors, 1,010 certified technicians, and 165 operational inspection stations throughout the state.

BENCHMARKS

Established	Result
2% increase in the statewide safety belt usage rate (2007 the usage rate was 77.2%)	Survey results indicate the seat belt usage rate in 2007 was 77.2%, a 2% increase from 2006 (75.1%); in 2008 the usage rate decreased to 76% (a 1% decrease from the previous year).
2% increase in the teen young driver safety belt usage rate (2007 usage was 61%)	Survey results indicate the teen young driver safety belt usage rate in 2007 was 61%. In 2008 the rate increased by 1% to 62%.
2% increase in the child occupant restraint usage rate (2007 usage was 88%)	Survey results indicate the CPS usage rate in 2007 was 88.2%. In 2008 the rate increased to 90% (a 2% increase).
2% increase in the CMV operator safety belt usage rate (2007 usage was 68%)	Survey result for 2007 was 68%; for 2008 the usage rate was 73% (an increase of 5%).
100% correct use of child safety seats by parents/caregivers upon exiting checkup events or inspection stations	CPS technicians hosting check-up events ensure that every child leaves safer than when he/she arrived. A uniform checklist is used by technicians to ensure all misuses are being corrected and that the parents/caregivers are educated about the proper use and installation of child safety seats.
Assure there is an adequate base of certified Child Passenger Safety technicians and instructors within the state – 600 certified Technicians; 30 certified Instructors	A data base of certified child passenger safety technicians and instructors is available to all State CPS Coordinators and is downloaded from the SafeKids Worldwide website on a regular basis and maintained in the Highway Safety Office. Currently in Missouri there are 1,010 certified CPS technicians, 36 instructors, and 165 inspection stations.
2% reduction in the number of fatalities and disabling injuries resulting from crashes involving school buses in comparison to the previous 3-year period (2004-2006 = 170; 2005-2007 = 154).	There was a reduction in fatalities and disabling injuries resulting from crashes involving school buses in comparison to the previous year. The total for 2007 was 154 (down from the previous year of 170.)

Strategies

Identified	Implemented
Conduct NHTSA-approved statewide observational safety belt survey in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns); segregate pickup truck usage to target those drivers/passengers	<p>The 2008 usage rate is 75.8%, which is down from last year (77%).</p> <p>The statewide observational safety belt survey was conducted in June of 2008 resulting in 116,274 observations in cars, pickup trucks, sport utility vehicles, and vans.</p> <p>The survey was conducted at the same locations, time of day and day of week as the 2007 survey. It was conducted by 58 observers, 48 of which had participated in the previous survey. All data was scanned by the Missouri Safety Center then sent electronically to the Institutional Research Center at the University of Central Missouri.</p>
Conduct annual teen statewide safety belt enforcement and public awareness campaign in February/March followed by the teen observational safety belt survey in March/April	The teen observational safety belt survey that was conducted April 14 – May 2, 2008. There were no additional funds expended on law enforcement to support the campaign.
Conduct annual statewide observational child safety seat survey in March/April	The Missouri Safety Center conducted the CPS survey between March 22 and June 5, 2008, in 18 counties at 21 Wal-Mart Supercenters or Stores to determine observed restraint use. Observations were based on the child being restrained vs. not restrained and did not attempt to determine “correct” usage of these devices. Survey results indicate the CPS usage rate in 2008 is 90%, an increase of 2% from 2007 (88%).
Produce educational materials addressing: occupant protection laws; importance of wearing safety belts all the time; using booster seats; using properly installed child safety seats	Brochures outlining the benefits of using booster seats and properly installed child safety seats are developed and/or updated as needed on an annual basis.
Coordinate the activities of a CPS Advisory Committee and implement recommendations when appropriate	The Mo CPS Advisory Committee met by conference call every quarter during the grant year, with a CPS Summit meeting held during the summer at a central location where all committee members meet to outline priorities for the coming grant year. The Committee primarily focused on the organization and management of Fitting Stations during the 2008 grant year, resulting in an increase of Fitting Stations from 105 to 165.
Conduct 12 certified Child Passenger Safety Technician classes statewide; and certify 4 new instructors	Seven NHTSA-approved Child Passenger Safety Technician courses were sponsored by the Highway Safety Division during the fiscal year. 125 new CPS technicians became certified. Although 3 new instructors were certified, four other instructors did not renew their certification due to job changes.
Maintain a statewide computer list-serve of CPS technicians and instructors	A database of certified child passenger safety technicians and instructors is maintained in the Highway Safety Office. This list-serve is used to communicate updates and other valuable information to CPS technicians and instructors statewide on a daily basis or as needed. Communication between the state coordinator and technicians has vastly improved because of this capability.
Support child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, safety organizations such as Safe Kids, and the Highway Safety Division	Many of the CPS classes scheduled throughout the year were held at Fire Departments or Health Departments. Individuals from hospitals (and other health-related agencies), Police Departments, Fire Departments attend these trainings and help to educate the public in their communities regarding the importance of proper installation of child restraints.
Work with partners and with the media to garner support for annual CPS Week in September	Child Passenger Safety week ran from September 21-27, 2008. Radio, television and Internet ads ran statewide. Internet advertisements received especially good exposure

	with newspapers creating banner ads with animated flash. Many of the radio stations that ran advertising provided added-value remote opportunities where child passenger safety technicians could come and answer questions related to car seats and distribute information.
Provide child safety seats/booster seats and supplies to fitting stations for distribution to low income families (note: fitting stations must meet guidelines established by the Highway Safety office with the advice of the CPS Advisory Committee. For example, the Fitting Stations must be listed on the NHTSA website.	Over \$165,900 was expended on approximately 4,150 child safety seats and booster seats during the grant year for low income families that were distributed through Missouri Fitting Stations listed on the NHTSA website.
Promote the <i>Saved by the Belt</i> survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience	The HSD continues to add to the database of survivors for the <i>Saved by the Belt</i> campaign. Information for the program is also available on the saveMOLives.com website.
Conduct Selective Traffic Enforcement Program (STEP Waves) with State Patrol and local law enforcement agencies which will be augmented with collateral public information and awareness efforts such as press releases, observational surveys, and educational programs utilizing the <i>Click It or Ticket</i> safety belt campaign message	The information distributed to law enforcement agencies that received grants included a sample press release. In addition, MoDOT distributed a press release to media outlets statewide and provided information on the saveMOLives.com web site, all of which utilized the <i>Click It or Ticket</i> safety belt message.
Conduct paid media efforts and work toward continual increases in earned media efforts	The HSD contracted with TrueMedia, Inc., to assist with the media buy for the campaign, as well as Learfield Communications.
Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws and enhanced child safety seat laws	Five "Officer McNabb" radio spots were created. Three of these were holiday specific—Christmas, St. Patrick's Day, and Independence Day. Two of the ads are generic and can be used year-round. These ads have been especially helpful and frequently run during the quarterly enforcement periods, which are centered around the holidays mentioned above.
Promote the <i>Never Made It</i> and <i>Battle of the Belt</i> youth campaigns; modify or enhance campaigns as needed to keep a fresh approach for the teen audience	During the <i>Never Made It</i> campaign a total of 74 law enforcement agencies increased their enforcement activities and targeted younger drivers. These 74 agencies received two window tint meters for participating in this campaign. The Missouri Coalition for Roadway Safety purchased advertising showing the winner of the <i>Battle of the Belt</i> video.
Develop youth safety belt public awareness materials with input from young drivers	The Missouri Coalition for Roadway Safety dedicates funding for teen advertising and used the creative ads from the <i>Never Made It</i> campaign. Creative ads featured a <i>Never Made It</i> message, portraying the consequences and milestones teens will miss if they face a serious car crash when unbuckled.
Educate youth on the importance of safety belts through programs such as Team Spirit Leadership Training & Reunion, Think First, and the Young Traffic Offenders Program	ThinkFirst visited 85 schools, delivered 81 presentations and reached over 17,197 students. The Corporate/Community Traffic Safety Program visited 30 worksites/organizations, delivered 34 presentations and reached 2,50 people. The ThinkFirst of Greater Kansas City, visited 54 schools, delivered 108 presentations and reached 14,748 students. In addition, ThinkFirst participated in 32 related activities, including safety events, exhibits, conferences and numerous Blueprint Coalition activities. Twenty-six high school teams participated in the two 2008 Team Spirit Leadership Programs and completed action plans for their schools. The action plans will be implemented during the 2008/2009 school year. In addition, one Team spirit Reunion was conducted to bring the trained teams together for the purpose of motivating them, sharing ideas, and learning new concepts.
Coordinate the production of paid media messages and public service announcements	The production of paid media messages and public service announcements are coordinated by Public Information System Management Specialist within the Highway Safety Division.

Support and implement, if feasible, recommendations made by the 2005 Governor's School Bus Task Force	Highway Safety staff is equipped to address the public with regard to safety on school buses as determined by the 2005 Governor's School Bus Task Force
Continue to serve on any state school bus safety committees	A Staff member regularly attends the School Bus Task Force Meetings held every quarter and stays informed of current changes in the school bus industry and serves as the representative from the Highway Safety Division.
Expand current public awareness materials to address compartmentalization of school buses, general safety issues regarding riding a school bus, safety around the loading zones, and sharing the road with school buses	Materials regarding school bus safety are available for the public to order on the www.modot.org website. Materials are updated as needed.

MISSOURI

Annual Report 2008

PROJECT TITLE:

CPS PI&E

PROJECT NUMBER:

08-PM-02-01

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Parents and Caregivers of small children

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

The goal of this project is to decrease the number of motor-vehicle related deaths and injuries among children by increasing child safety seat and booster seat use.

Informational materials and/or advertising will be created to increase awareness of child passenger safety issues and the new booster seat law.

PROBLEM IDENTIFICATION:

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

While 98 percent of America's infants (under age one) and 93 percent of children ages birth through three are now regularly restrained, far too few kids ages four to eight are restrained properly for their size and age. Only 10 to 20 percent of children ages four to eight who should be using booster seats to protect them are actually in them.

In 2006, six children ages birth through three were killed and 934 were injured in motor vehicle crashes in Missouri. Twelve children ages four through seven were killed and 1,243 were injured in motor vehicle crashes in 2006.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

GOALS AND OBJECTIVES:

The goal of this project is to decrease the number of motor-vehicle related deaths and injuries among children by increasing child safety seat and booster seat use.

RESULTS:

Child Passenger Safety week ran September 21-27. Radio, television and Internet ads ran

statewide. Internet advertising received especially good exposure with newspapers creating banner ads with animated flash.

The Missouri Coalition for Roadway Safety sponsored two events during the week featuring a car seat crush, where trucks from the Missouri Department of Transportation crushed old car seats. The events took place in Joplin and Kirksville. Each event emphasized the need for every child to buckled in the right kind of seat and one that is up-to-date.

Many of the radio stations that ran advertising provided added-value remote opportunities where a child passenger safety technician could come and answer questions related to car seats and distribute information.

A statewide press release was sent as the advertising kicked off for the week.

Please see attached materials for more information on the media purchase and specific ads used.

FUNDING:

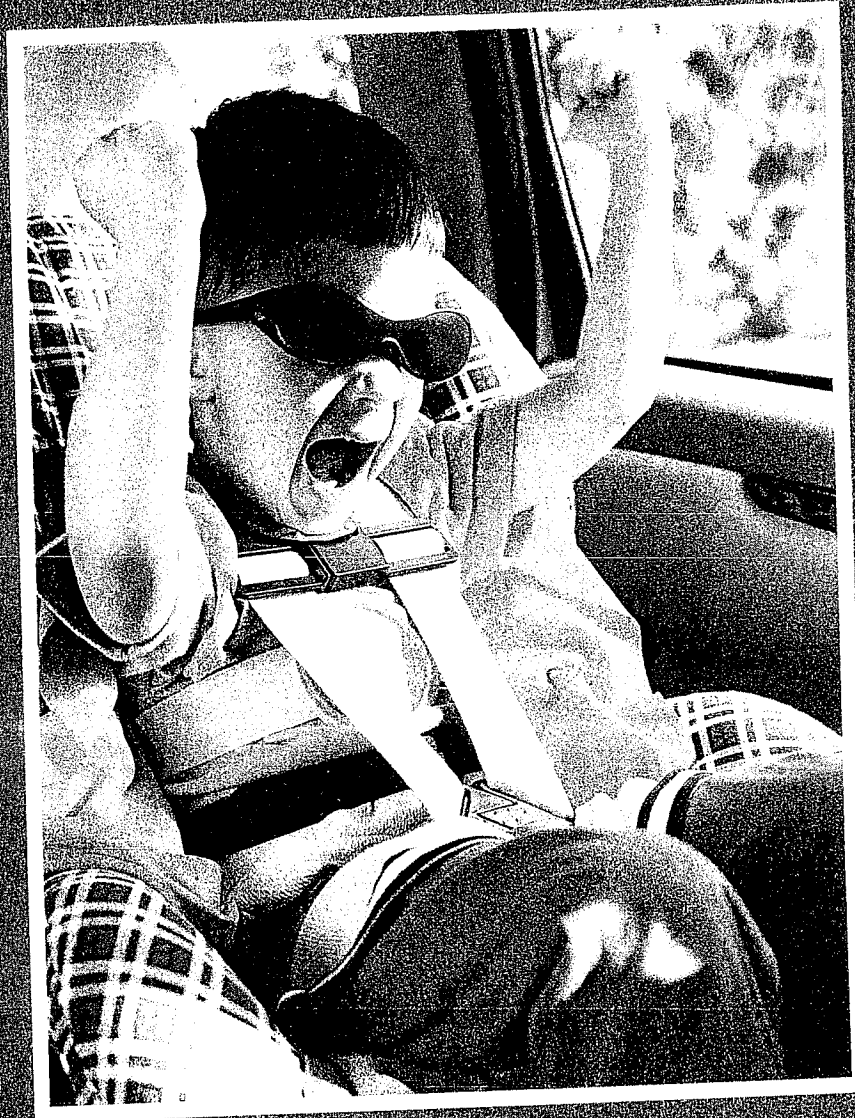
402 : \$100,000.00

HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

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***Boost & Buckle
Kids Under 8!***

saveMOlives.com

ARRIVE ALIVE

Missouri Coalition for Roadway Safety



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOLives.com

September 19, 2008 – For immediate release

For more information, contact Laura Holloway at 573-751-5414 or Sandy Hentges at 573-526-4141.

Be a Super Hero – Keep Your Kids Safe This September

Boost & Buckle to Arrive Alive

JEFFERSON CITY – Be your child's super hero! Keep children safe in their booster seats while traveling in a motor vehicle.

Child Passenger Safety Week is Sept. 21-27. The Missouri Coalition for Roadway Safety wants to ensure all caregivers of young children know the importance of buckling children in an appropriate child restraint.

In 2007, 15 children in Missouri under age 8 were killed and 1,866 were injured as occupants in motor vehicle crashes. A 2006 booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"It's so important for parents and caregivers to understand the importance of booster seats. It's not just about following the law – booster seats help prevent serious injury and may even save your child's life," said Leanna Depue, chair of the executive committee for the coalition.

Television, radio and Internet ads will run throughout the state enforcing the booster seat message, and events are planned in Kirksville and Joplin where old car seats will be crushed, highlighting the need for parents and caregivers to use updated car seats and make sure they are correctly installed.

When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers. Serious injuries can result from improperly fitted safety belts, particularly for children ages 4 through 7 who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome," which are often life-threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit www.saveMOLives.com for more information. Boost & Buckle to Arrive Alive.

###

Missouri Department of Transportation



2008 Child Passenger Safety

August 8, 2008

ARRIVE ALIVE

Communication Objective

- To educate caregivers for young children the importance of properly installing child safety seats in Motor vehicles. Child safety seats that are installed incorrectly place children at risk.



Media Objectives

- Target Audience
- Geography
- Timing
- Budget

Target Audience/Geography

- Women 25-35, caregivers for young children
- Residing in the State of Missouri, no particular emphasis on any area within the

truemedia



ARRIVE ALIVE

Revised Target Audience

- Women 18-44, caregivers for young children
- MRI 2007 (the industry standard for demographic data) indicates that our target should be closer to Women 18-44 years old. Expanding our buys to reach Women 18-44 will result in targeting 91% of Women w/Kids<6.

ARRIVE ALIVE

Creative Considerations

- Television
 - :30s
- Radio
 - :30s
- Internet
 - :Banner Ads

ARRIVE ALIVE

Timing

- Schedule to run for one week
 - September 22 through September 27, 2008
 - Interested in radio remotes at locations where MODOT technicians can show proper installation of car safety seats.

ARRIVE ALIVE

2008 Media Budget

- Total working media budget for this campaign is \$100,000

truemedia



ARRIVE ALIVE

Broadcast TV

- Modify target for younger segment to reflect available ratings
 - Use Women 18-34, purchased dayparts that deliver against the 35-44 year olds as well.

ARRIVE ALIVE

Television

- **Columbia**
 - KMIZ (ABC)
 - KRCG (CBS)
 - KOMU (NBC)
 - 81 Purch. TRPs
 - Early Morning, Early News, Early Fringe, Prime Access and Late News
 - \$4,169
- **Cape Girardeau**
 - WPSD (NBC)
 - KFVS (CBS)
 - KBSI (Fox)
 - 84 Purch. TRPs
 - Early Morning, Daytime, Early Fringe, Early News, Prime Access, Late News and Late Fringe
 - \$6,022

ARRIVE ALIVE

Television

• Kansas City

- KCTV (CBS)
- KMBC (ABC)
- WDAF (FOX)
- KSHB (NBC)
- KCWE (CW)
- 82 Purch. TRPs
- Early Morning, Daytime,
Early Fringe, Early News,
Prime Access, Late News
and Late Fringe
- \$14,426

• Joplin

- KOAM (CBS)
- KSNF (NBC)
- KFJX (FOX)
- KODE (ABC)
- 83 Purch. TRPs
- Early Morning, Early News,
Early Fringe, Prime
Access, Late News and
Late Fringe
- \$2,557

ARRIVE ALIVE

Television

- **Hannibal**
 - KHQA (CBS)
 - WGEM (NBC)
 - 84 Purch. TRPs
 - Early Morning, Daytime, Early Fringe, Early News, Prime Access and Late News
 - \$1,913
- **St. Joseph 5/12-6/1**
 - KQTV (ABC)
 - 82 Purch. TRPs
 - Early Morning, Daytime, Early Fringe, Early News, Prime Access and Late News
 - \$1,918

ARRIVE ALIVE

Television

- **Springfield**

- KOLR (CBS)
- KSFX (FOX)
- KYTV (NBC)
- 82 Purch. TRPs
- Early Morning, Daytime, Early Fringe, Early News, Prime Access, Late News and Late Fringe
- \$7,120

- **St. Louis**

- KSDK (NBC)
- KDNL (ABC)
- KTVI (Fox)
- KPLR (CW)
- 80 Purch. TRPs
- Early Morning, Daytime, Early News, Early Fringe, Prime Access, Late News and Late Fringe
- \$14,032

ARRIVE ALIVE

Television

- **Kirksville**
 - KTVO (ABC)
 - 80 Purch. TRPs
 - Early Morning, Daytime, Early News, Early Fringe, Prime Access, and Late News
 - \$2,798

Radio

- **Columbia**

- KOQL (CHR)
- KCLR (Country)
- KTTY (Pop CHR)
- 100 Purch. TRPs
- \$1,686

- **Kansas City**

- KCHZ (Cont. Hits)
- KCKC (AC)
- KMXV (CHR)
- KPRS (Urban Contemp)
- 102 Purch. TRPs
- \$5,327

ARRIVE ALIVE

Radio

- **Joplin**
 - KIXQ (Country)
 - KMXL (Adult Hits)
 - 102 Purch. TRPs
 - \$1,265
- **Springfield**
 - KSPW (CHR)
 - KTTS (Country)
 - KTOZ (Adult Hits)
 - 102 Purch. TRPs
 - \$1,817

ARRIVE ALIVE

Radio

- **St. Louis**
 - KYKY (Hot AC)
 - KSLZ (CHR)
 - WARH (Adult Hits)
 - 101 Total TRPs
 - \$6,694
- **Cape Girardeau**
 - KEZS (Country)
 - 14 Total Spots
 - \$536

ARRIVE ALIVE

Radio

- **Hannibal**
 - KICK (Country)
 - 14 Total Spots
 - \$182
- **Kirksville**
 - KTUF (Country)
 - 14 Total Spots
 - \$329

ARRIVE ALIVE

Radio

- **St. Joseph**
 - KSJQ (Country)
 - 14 Total Spots
 - \$478

Online Newspapers

- 39 percent of all active Web users regularly visit newspaper Web sites - Nielsen Online 4th quarter 2007
 - 30% 18-24
 - 42% 25-29
 - 47% 30-34
 - 37% 35-49
- Community/Local News 58% women
- Lifestyle - 61%- 64% women

- Pew Survey July 2006

News Interests Diverge

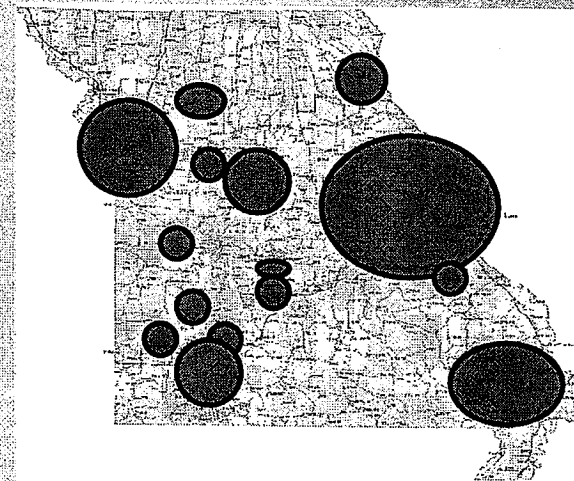
<i>Gender profile of those who closely follow:</i>	<i>Men</i>	<i>Women</i>
	<i>%</i>	<i>%</i>
Sports news	74	26
Science and technology	69	31
Business and finance	65	35
International affairs	63	37
News about Washington	59	41
Local government	55	45
Consumer news	51	49
National population	48	52
The weather	47	53
Crime news	46	54
Culture and the arts	44	56
Community news	42	58
Entertainment news	39	61
Health news	37	63
Religion	36	64

ARRIVE ALIVE

Placements

PUBLISHER	PLACEMENT	FLIGHT	IMPR	GPM	COST
STL TODAY	LEADERBOARD ROADBLOCK - HOMEPAGE	9/22 - 9/23	850,000	\$11.37	\$ 13,080.00
	NEWS/LIFESTYLE ROTATION	9/24 - 9/26	300,000		
KC STAR	LOCAL NEWS/LIFESTYLE ROTATION	9/22-9/27	250,000	\$13.08	\$ 3,270.00
KC STAR	MOM TO MOM BLOG AD	9/1-9/30/08	150,000	\$ 2.73	\$ 408.75
COLUMBIA MISSOURIAN	LEADERBOARD ROADBLOCK - HOMEPAGE	9/22-9/27	27,500	\$10.00	\$ 277.00
SPRINGFIELD NEWS LEADER	LOCAL NEWS/LIFESTYLE ROTATION		125,000	\$16.47	\$ 2,058.75
SE MISSOURIAN	ROS	9/22-9/27	125,000	\$16.47	\$ 2,058.75
RURAL NEWSPAPERS	ROS	9/22-9/27	575,000	\$ 6.54	\$ 3,760.50
TOTALS			2,402,500	\$10.37	\$ 24,913.75

Bolivar Herald-Free Press
 Boone Co. Journal
 Buffalo Reflex
 Cedar County Republican
 Christian County Headliner News
 Citizen Observer
 Daily News Bulletin
 Eldon Advertiser
 Hannibal Courier-Post
 Jefferson City News Tribune
 Kirksville Daily Express
 Lake Sun Leader
 Macon Chronicle-Herald
 Marshfield Mail
 Miller County Autogram-Sentinel
 Morgan County Press
 Ozarks Newsstand
 Republic Monitor
 South County Mail
 Versailles Leader-Statesman



ARRIVE ALIVE

[illegible]

ARRIVE ALIVE

Missouri Department of Transportation (September)

Screen Shots



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News

FEATURED STORY

Historic beacon to move to Columbia Regional Airport

BY CASEY SMITH | Retired pilot Bob Taylor initiated the monumental rescue of the beacon, which has been at Boone County Fairgrounds for more than 40 years.



Dan Adams and Don Miles pose in front of the airport beacon in Boone County Fairgrounds. "This is going to be more work than I thought. There's a lot of weight on top," Miles comments to Adams about the rusty beacon. The beacon was originally built in 1933 at the old airport, which is now Cosmopolitan Park. Miles says they are trying to make sure the beacon gets

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BioBlitz



Boorian family



Hair Wrangler



24-hour Warren vigil



150-year-old church

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Latest News

- 12:25 p.m. Mon. Three charged with evidence tampering in tiger attack
- 11:20 a.m. Mon. Jury for Micronesian church shooting to be picked in July
- 10:47 a.m. Mon. St. Louis casino reopens after flooding
- 5:11 p.m. Sun. Columbia community gathers to celebrate International Day of Peace
- 7:05 p.m. Sun. Parents consider transfers from 'needs improvement' schools
- 7:05 p.m. Sun. Historic beacon to move to Columbia Regional Airport

Latest Sports

- 10:40 p.m. Sun. Birnie's win amps up Chase race with Edwards
- 9:24 p.m. Sun. Slight slip for Tigers
- 8:46 p.m. Sun. MU volleyball seeks consistency at home
- 11:37 p.m. Sat. Columbia College soccer team fades quickly
- 10:40 p.m. Sat. Tiger tales outside the stadium
- 8:04 p.m. Sat. Tigers seal victory over Buffalo on Saturday

Latest Comments

- Lisa Fichter said "I am a parent of a child in one of ..."
- John Beaumonte said "This particular event was an act of domestic violence - but ..."
- Leroy Jenkins said "Could the Neo Nazis stick around to help fix this ..."
- Leroy Jenkins said "Hey, Connie, Rangel admitted his guilt. Obviously you did not ..."
- Charles Dudley Jr said "Ya the Republicans are in total denial of all of ..."
- 68 said "I have personally known the Warren's since 1977. They ..."

Slight slip for Tigers

BY BRITTANY DORWELL: A new team of Tigers is ranked No. 5 this week. The Missouri Tigers lost their top-five ranking in the Associated Press Poll on Sunday, swapping spots with the LSU Tigers who were No. 6. After Missouri's least refined win of the season, the team dropped in the AP poll but kept the No. 5 spot in the USA Today Coaches Poll.

Despite career-best days for Chase Daniel, Jeremy Maclin and Sean Weatherspoon in the 42-21 win over Buffalo, the Tigers did not make the same strong impression they had in past weeks. Missouri turned over the ball three times on fumbles and allowed Buffalo a 97-yard kickoff return in a game many thought would include playing time for the Tigers' reserve quarterbacks.

[Read more...](#)



Missouri tight end Chase Coffman caught 10 passes for 84 yards and a touchdown Saturday. But he also lost a fumble, one of three Tigers turnovers. "That's something that we need to get fixed," he said.

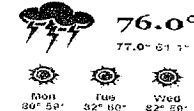
1 Check the box

Parents consider transfers from 'needs improvement' schools
One child has transferred from Benton Elementary School, and a total of five schools are now on the state's "needs improvement" list for failing to meet Missouri Assessment Program testing standards the past two years.

BioBlitz draws out Columbia's nature lovers
Community members, biologists and students identified a variety of species this weekend at BioBlitz.

Economic downturn no surprise to average Americans
Years of deregulation of corporations and borrowing from other countries has set the U.S. on a dangerous trajectory. Meanwhile, many Americans are focused on putting food on the table and keeping a roof over their families' heads and remain unaffected by Wall Street's fluctuations.

Columbia Weather



Need a Used Car?



Most-Read Stories

- Games enter final weekend
- Slight slip for Tigers
- Historic beacon to move to Columbia Regional Airport
- Film premiere celebrates Boorian family's success in Columbia
- Parents consider transfers from 'needs improvement' schools
- Gas station robbed at gunpoint
- Tiger tales outside the stadium
- Two stabbed in early-morning altercation on Rte. Street
- Columbia community gathers to celebrate International Day of Peace
- BioBlitz draws out Columbia's nature lovers

SMART Decision
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SIXTH ANNUAL SUSTAINABILITY FAIR

More than 300 people attended the sixth annual Sustainable Living ...

INTERFAITH GROUP DISCUSSES ENVIRONMENTAL CONCERNS

On Sunday, representatives from the interfaith community met at Rock ...

STUDENTS DISCUSS THE ARCHITECTURE OF ...

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☐ Yes☐ No

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Monday September 22, 2008



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 [what did it sell for?](#)

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Submitted photo: Navy Petty Officer Amanda Beaman, 30, of St. Peters, stands beside war mascot aboard the USS Ronald Reagan battleship, which is in the Gulf of Oman on the coast of Afghanistan.

Top Stories

- ▶ **POKIN AROUND:** O'Fallon woman got good and angry. Twice.
- ▶ **HERKY:** Rally round the firefighters
- ▶ **DVERT:** An enhanced response
- ▶ **HOUSE SPRINGS:** Women like vintage vehicles, too, car show organizers say
- ▶ **St. Peters sailor critical to carrier's mission**
- ▶ **Move that Bus**
- ▶ **FENTON:** Two teens accused of strong-arm robbery
- ▶ **McFarland helps restore historic Soulard church**
- ▶ **Men rescue 86-year-old from flooded road**
- ▶ **Couple are parents, poets, anarchists**
- ▶ **No flea markets allowed in Lake Saint Louis**
- ▶ **Soft economy may cut sales tax revenue for levee fixes**
- ▶ **Trimming redundancies at Collinsville City Hall**
- ▶ **County OKs federal funding for Collinsville supportive**



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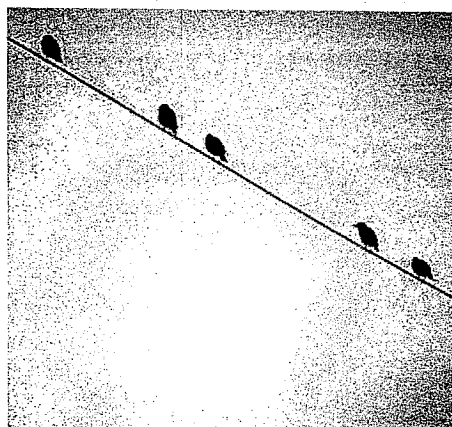


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Kids Under 8!**

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Click for a special
offer from the



Fall's first day brings fog

Posted Sep 22, 2008 @ 09:47 AM

Hannibal, MO — The first day of fall brought with it fog in downtown Hannibal. The blanket of fog along the city's riverfront had mostly burned off by mid-morning.

Inside: (1)

Latest Stories

RSS

Weather

Bowling Green man dies in accident

Posted Sep 22, 2008 @ 09:35 AM

Bowling Green, MO — Mark A. Moran, 27, of Bowling Green, died at the scene of a one-vehicle accident at 1:50 a.m. Sunday, Sept. 21, in rural Pike County.

Craft show table rentals offered

Posted Sep 22, 2008 @ 05:35 AM

Pedestrian dies after accident

Posted Sep 22, 2008 @ 04:08 AM

Nutrition center hosts open house

Last update Sep 22, 2008 @ 09:12 AM

NAACP urges voting

Posted Sep 21, 2008 @ 11:36 PM

Rolling and threshing with art, apples and mules

Posted Sep 20, 2008 @ 02:06 PM

66° High: 80°
Low: 59°
Full forecast ↗

Lifestyle Articles provided by: lifestyle.com



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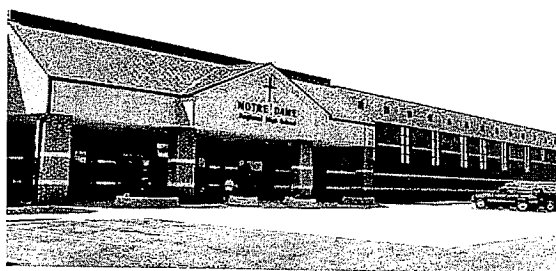
James Baughn
"I'm afraid of heights"
Don't read this >>



Blogarazzi

LEAD STORIES

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Catholic schools in area look to expand

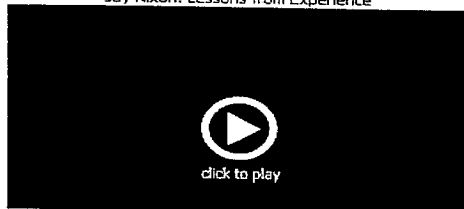
By Lindy Bavolek ~ Southeast Missourian

Two Cape Girardeau Catholic schools are looking to expand. St. Mary Cathedral School launched a campaign this week to raise money for larger classrooms, an expanded library and an updated science lab. Notre Dame Regional High School hopes...

FULL ARTICLE

Latest Video

Jay Nixon: Lessons from Experience



TODAY'S NEWS MOST VIEWED MOST DISCUSSED

455

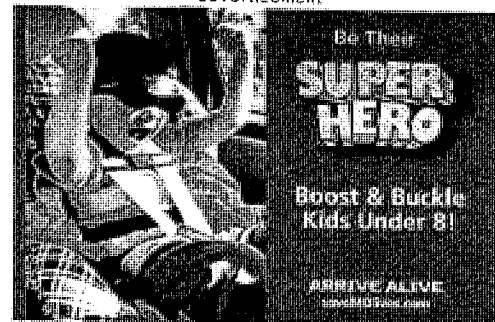
Local

- Silkeston plans to demolish 106 condemned structures (Updated 9:32 am)
- Jackson man, woman suffer moderate injuries in Sunday car accident (Updated 6:56 am)
- Capaha Field marred by graffiti
- Drive to put countywide ambulance district on Cape April ballot
- Harvest festival set in Patton area
- City of Cape announces start of paving program

State

- Blunt seeks audit of St. Louis police department (Updated 10:29 am)
- 3 accused of evidence tampering in Mo. tiger attack (Updated 10:28 am)

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Missouri

Child Passenger Safety Rules



Children less than four years old **OR** less than 40 pounds must be in an appropriate child safety seat.



Children ages four through seven who weigh at least 40 pounds must be in an appropriate child safety seat **OR** booster seat **UNLESS** they are 80 pounds **OR** 4'9" tall.



Children eight and over **OR** weighing at least 80 pounds **OR** at least 4'9" tall are required to be secured by a safety belt **OR** booster seat appropriate for that child.

Riding in pickup cargo area not allowed.

*For more information on child passenger safety programs
and fitting assistance throughout Missouri
Refer families to:*

www.saveMOlives.com
1-800-800-BELT

**ARRIVE
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Offense by Category

	All Children Under 16*	Rear and Front-facing	Booster	Belt
Statute	307.178	307.179	307.178	307.179
Charge Code	4735506.0	4735506.0	4735506.0	4735506.0
Type/Class	Infraction	Infraction	Infraction	Infraction

Note: Occupant restraint requirements for children under age 16 are **primary enforcement offenses** whether the child is riding in the front or rear seat.

*Each driver transporting a child under the age of 16 shall secure the child in a properly adjusted and fastened restraint.

Exemptions:

- Children who should be riding in a booster seat may ride in the back seat wearing only a lap belt if the back seat does not have a combination lap and shoulder belt - *booster seats should never be used with a lap belt only.*
- If there are more children in the **immediate** family than seating positions, the children who can't be restrained by a child safety restraint shall sit in the back seat unless the vehicle only has a front seat.
- Public carriers for hire (e.g. taxi cabs, public transportation).
- Students four or older on a school bus designed for 11 or more passengers.

Educating Parents/Caregivers

You have the perfect opportunity to share important information about protecting children:

- Provide informational Web sites such as www.saveMOLives.com and www.NHTSA.dot.gov. Provide child passenger safety handouts - available to order (no charge) at www.modot.mo.gov/safety.
- **Always** refer them to the manufacturer's instructions which will determine whether this child safety seat is appropriate for their child.
- Explain to the driver that this charge (\$50 and court costs) will be dismissed if they prove to the court that they've acquired an appropriate child restraint.
- Children under the age of 13 are safest in the back seat. (*Note: this is not statute specific.*)

www.saveMOLives.com
1-800-800-BELT

**ARRIVE
ALIVE**

7 out of 10 kids

are at risk in a traffic crash!

Car crashes are the No. 1 killer of kids. Nearly 73 percent of all child restraints are not used correctly. Is your child safe?



HS07.124 12.07



**ARRIVE
ALIVE**

For more information, contact the Missouri Department of Transportation's Highway Safety Division at 800-800-BELT (2358) or go to www.modot.org.

Play by the Rules

MISSOURI'S CHILD RESTRAINT LAW

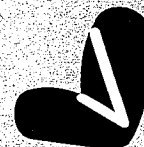
Always check the owner's manual for proper use of your child safety seat or booster seat.

Growing Up Safe

As children grow, how they are secured in your car, truck or SUV should change. Save your child from injury or death by buckling them in correctly.

Lap and
shoulder
safety belts

Children 8 and over or weighing at least 80 pounds or at least 4'9" tall are required to be secured by a safety belt or booster seat appropriate for that child.



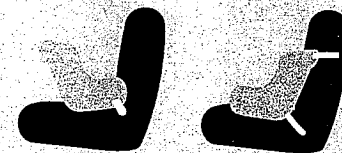
Booster seats
with lap and
shoulder belt

Children ages 4 through 7 who weigh at least 40 pounds must be in an appropriate child safety seat or booster seat unless they are 80 pounds or 4'9" tall.



Child
safety
seats

Children less than 4 years old or less than 40 pounds must be in an appropriate child safety seat, per manufacturer's instructions of the child restraint.

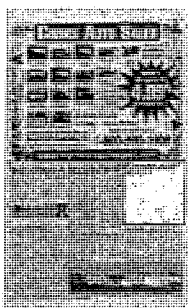


7 out of
10
kids

are at risk in a
traffic crash!

As of August 28, 2006, Missouri law requires all children under the age of eight to be in an appropriate child safety seat or booster seat unless they are 80 lbs. or 4'9" tall.

Independent
Journal
Potosi, MO
Circ. 4821
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1b
9/25/2008
18960



BE A SUPER HERO - KEEP YOUR KIDS SAFE WHEN TRAVELING

Boost & Buckle to Arrive Alive
#99G

JEFFERSON CITY - Be your child's super hero! Keep children safe in their booster seats while traveling in a motor vehicle.

Child Passenger Safety Week is Sept. 21-27. The Missouri Coalition for Roadway Safety wants to ensure all caregivers of young children know the importance of buckling children in an appropriate child restraint.

In 2007, 15 children in Missouri under age 8 were killed and 1,866 were injured as occupants in motor vehicle crashes. A 2006 booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"It's so important for parents and caregivers to understand the importance of booster seats. It's not just about following the law - booster seats help prevent serious injury and may even save your child's life," said Leanna Depue, chair of the executive

committee for the coalition.

Television, radio and Internet ads will run throughout the state enforcing the booster seat message, and events are planned in Kirksville and Joplin where old car seats will be crushed, highlighting the need for parents and caregivers to use updated car seats and make sure they are correctly installed.

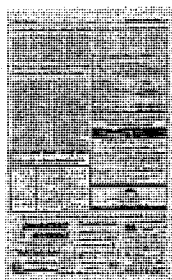
When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers. Serious injuries can result from improperly fitted safety belts, particularly for children ages 4 through 7 who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome," which are often life-threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit www.saveMOLives.com for more information. Boost & Buckle to Arrive Alive.

GLL39



Steelville Star
Crawford Mirror
Steelville, MO
Circ. 2300
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9/24/2008
19085



Be a super hero - keep your kids safe when traveling 133

Be your child's super hero! Keep children safe in their booster seats while traveling in a motor vehicle.

Child Passenger Safety Week is Sept. 21-27. The Missouri Coalition for Roadway Safety wants to ensure all caregivers of young children know the importance of buckling children in an appropriate child restraint.

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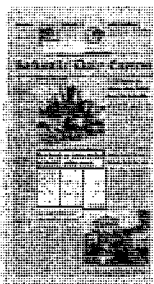
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Visit www.saveMOLives.com for more information. Boost & Buckle to Arrive Alive.

Safety Seat Crush

Out-dated car¹³³ seats crushed at MoDOT safety event

Kirksville Daily
Express
Kirksville, MO
Circ. 4500
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9/24/2008
19218



KIRKSVILLE — Citizens who attended the Missouri Coalition for Roadway Safety child passenger safety seat event witnessed a smashing sight Tuesday morning in the parking lot of the Kirksville Wal-Mart.

Fifty expired child safety seats were crushed by a Missouri Department of Transportation track hoe.

MoDOT spokeswoman Tammy Wallace says the demonstration was used to send a message.

"A lot of people don't know that these seats have an expiration date of six years," Wallace said.

Workers destroyed the seats

in front of about 30 parents and children who came to the event.

Wallace also emphasized the importance of utilizing the right safety seat for the right child. MoDOT says three out of four parents don't know how to use these seats properly in their cars.

"Parents need the right seat for the size of their child," Wallace added. "Because there are different size seats."

The event featured speakers from local law enforcement including Sgt. Brent Bernhardt of the Missouri Highway Patrol.

He spoke of how frightening any automotive crash can be to

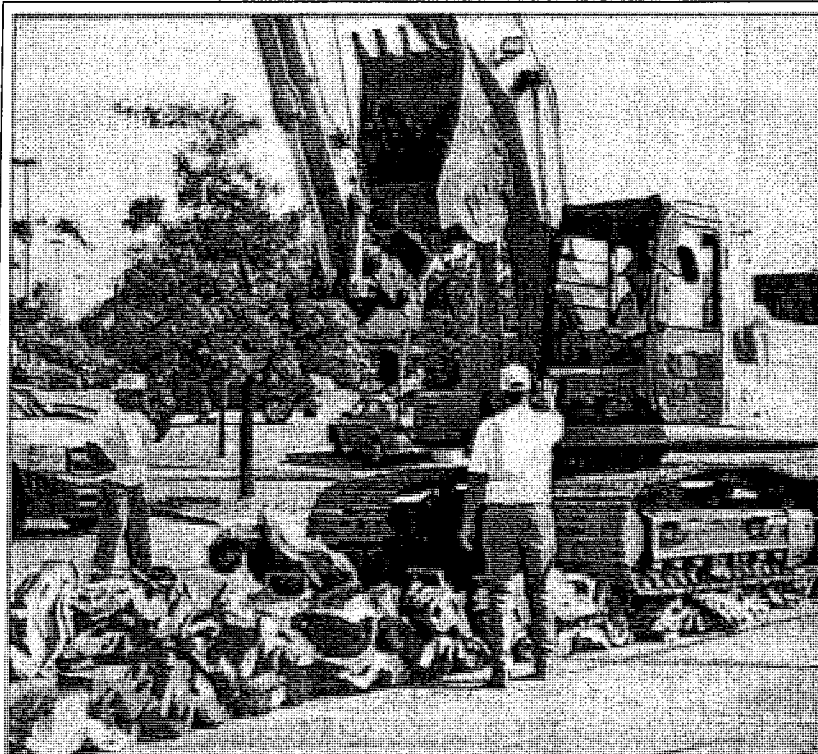
officers, especially ones that include children.

"They (children) are the most precious commodity handled on any highway or road," Bernhardt said. "It's very disheartening to respond to any crash, but even more when involving children."

Bernhardt added it is important for parents to set a proper example for children to learn from by buckling up every time they enter a car.

Displays of car seats were available for parents to see and experts were on-hand to prop-

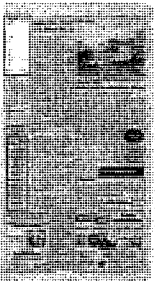
See SEATS, Page 2



MoDOT employees use a trackhoe to crush 50 child safety seats in the Wal-Mart parking lot Tuesday morning. The demonstration was held in conjunction with National Child Passenger Safety Week. (Vincent Brennan/Daily Express)



Kirksville Daily
Express
Kirksville, MO
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SEATS

from Page 1

erly install the seats into cars.

Fifteen children under the age of eight were killed in auto accidents and another 1,866 were injured in Missouri in 2007.

The event was sponsored by the MC'RS and coincided with National Child Passenger Safety Week.

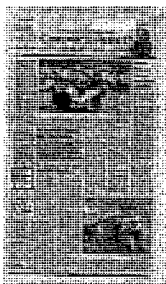
MoDOT officials also stressed the importance of parents using every resource available to them, including law enforcement and the fire department to prevent injuries and even death.

Children are required by law to use a safety seat until they are eight years old, 80 pounds or 4'9" tall.

By the end of the 45-minute event, the seats were crushed and spectators rushed closer to see the mess of broken plastic. By then the message had been sent.



Macon
Chronicle
Herald
Macon, MO
Circ. 2718
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133 Outdated car seats crushed at safety event

KIRKSVILLE DAILY
EXPRESS

KIRKSVILLE
Citizens who attended the Missouri Coalition for Roadway Safety child passenger safety seat event witnessed a smashing sight Tuesday morning in the parking lot of the Kirksville Wal-Mart. Fifty expired child safety seats were crushed by a Missouri Department of Transportation track hoe. MoDOT spokeswoman

(See OUDATED page 12)

..Outdated..

(from page 1)

Tammy Wallace says the demonstration was used to send a message.

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Workers destroyed the seats in front of about 30 parents and children who came to the event.

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He spoke of how frightening any automotive crash can be to officers, especially ones that include children.

"They (children) are the most precious commodity handled on any highway or road," Bernhardt said. "It's very disheartening to respond to any crash, but even more when involving children."

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Fifteen children under the age of eight were killed in auto accidents and another 1,866 were injured in Missouri in 2007.

O'Fallon
Community
News
O'Fallon, MO
Circ. 28000
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12907

Keep Precious Passengers Safe!



Photo courtesy, Safe Kids St. Charles County

¹³³
**Statistics show a
25 percent drop in
vehicle crash fatalities
for children under age
5 since the car seat
inspection program
began in 1997.**

Car Seat Safety

Courtesy of Safe Kids St. Charles County

Safe Kids Buckle Up, the child passenger safety program of Safe Kids USA sponsored by Chevrolet and General Motors, has reached a milestone no other safety program can claim: one million car seats and booster seats checked for prop-

er installation.

Safe Kids St. Charles County has checked more than 2,000 child safety seats in St. Charles County since its local program began in 2004. The organization has also provided more than 160 car seats to families in need. David Horning, coalition coordinator for Safe Kids St. Charles County, said child passenger safety inspections and installations are held from 4 to 6 p.m. on the first Wednesday of the month, and from 9 a.m. to 1 p.m. on the third Saturday of the month. The inspections and installations are held at Central County Fire and Rescue in St. Peters. Please call 636.970.9700 to schedule an appointment.

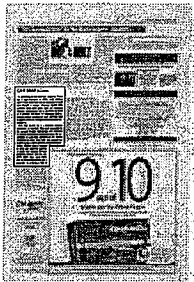
Horning said his organization is very proud to be a part of the one million car/booster seat milestone.

"Safe Kids St. Charles County has many committed volunteers and community partners all dedicated to saving children's lives," he said. "We teach parents and caregivers how to secure their children in a vehicle the right way—step by step."





O'Fallon
Community
News
O'Fallon, MO
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12907



At approximately 30 minutes per inspection, one million car seat inspections represents more than 500,000 volunteer hours—or 57 years for one person working around the clock. The millionth seat was checked on June 12 at an event held at the Los Angeles Sports Arena. Significant progress has been made since 1997 when the program checked its first car seat. Statistics from the National Highway Transportation Administration show a 25 percent drop in vehicle crash fatalities for children under the age of 5 from 1997 to 2006 (the latest year with available data).

More good news has been seen in restraint use. Car seats have saved the lives

of an estimated 3,800 children ranging in age from 0 to 4 in the years 1997 to 2006. In 1997, 46 percent of children involved

in fatal crashes where restraint use was known were unrestrained. This number decreased by 25 percent in 2006.

The partnership between Safe Kids USA and General Motors is the longest running corporate/nonprofit partnership in history to address safety for children in and around vehicles. In 2004, Chevrolet became the lead brand in the relationship. Safe Kids has more than 600 local coalitions and chapters, staffed mostly by volunteers, who provide injury prevention programs to communities throughout the country free of charge.

Motor vehicle crashes are the leading cause of death among children ages 3 to

See CAR SEAT page 3

CAR SEAT from cover

14, according to the National Highway Traffic Safety Administration. In 2005, 1,946 children ages 14 and under died and an estimated 234,000 were injured in crashes. However, studies show correctly used child safety seats are extremely effective, reducing the risk of death by as much as 71 percent. But nearly 73 percent of child restraints are not installed or used correctly. Half of children who die in crashes are completely unrestrained.

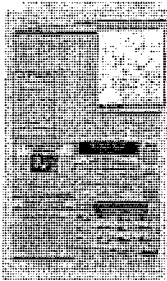
Safe Kids Buckle Up is a national program developed by Safe Kids USA and sponsored by the General Motors Foundation and Chevrolet to educate parents and caregivers about the importance of protecting children in and around vehicles at all times. Since 1997, the program has inspected one million car seats, donated approximately 365,000 seats to families in need and educated millions of adults and children through programs such as Spot the Tot, Never Leave Your Child Alone and the Automotive Safety Patch program. In addition, a fleet of

more than 130 Mobile Car Seat Checkup Vans serves communities across the United States, more than 450 permanent child safety seat inspections stations are operated by Safe Kids coalitions, and program resources are used to advocate for upgraded

child passenger laws in the states.

Safe Kids St. Charles County was founded by Central County Fire & Rescue in 2004. Local partners and participants include: Accident, Athletic & Back Care, Barnes-Jewish St. Peters Hospital, Farmers Insurance, Lake Saint Louis Fire Protection District, McDonalds – Christian Foods, Missouri Department of Social Services – Children's Division, Missouri Regional Poison Control, Missouri Valley Federal Credit Union, ParentLink, Parents for Window Blind Safety, ProgressWest HealthCare Center, St. Peters Chamber of Commerce, St. Louis Area Kids Directory, St. Louis Crisis Nursery, St. Louis Variety, and Youth In Need.

Taney County
Times
Branson, MO
Circ. 4500
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9/17/2008
17560



Taney County Health Department urges parents caregivers to get child safety seats inspected ¹³³

Three out of four child safety seats are improperly installed in vehicles according to research by the National Highway Traffic Safety Administration. That's why the Taney County Health Department is urging all parents and caregivers to have their car seats checked on Saturday, September 27. As part of National Child Passenger Safety Week (September 21-27) Taney County will have certified technicians available to provide free on-site child safety seat inspections from 10 am to 1 pm at Kohls located on Branson Hills Parkway.

"It's the responsibility of every parent and caregiver to make sure their children are safely restrained - every trip, every time," said Kara Miller, Child Passenger Safety (CPS) Technician with the Taney County Health Department. "We are urging everyone to get their child safety seats inspected. When it comes to the safety of a child, there is no room for mistakes."

According to National Highway Traffic Safety Administration research, 8,325 lives of children under

age 5 have been saved by the proper use of child restraints during the past 30 years. In 2006, among children under 5, an estimated 425 lives were saved by child restraint use. Research shows that child restraints provide the best protection for all children up to age 8; after age 8 seat belts provide the best protection.

For maximum child passenger safety, Miller said parents and caregivers should refer to the following 4 Steps for Kids guidelines for determining which restraint system is best suited to protect children based on age and size:

1. For the best possible protection keep infants in the back seat, in rear-facing child safety seats, as long as possible up to the height or weight limit of the particular seat. At a minimum, keep infants rear-facing until at least age one and at least 20 pounds.

2. When children outgrow their rear-facing seats (at least age one and at least 20 pounds) they should ride in forward-facing child safety seats, in the back seat, until they reach the upper

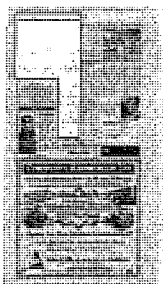
weight or height limit of the particular seat (usually around age 1 and 40 pounds).

3. Once children outgrow their forward-facing seats (usually around age 1 and 40 pounds), they should ride in booster seats, in the back seat, until the vehicle seat belts fit properly. Seat belts fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest (usually at age 8 or when they are 4'9" tall).

4. When children outgrow their booster seats, (usually at age 8 or when they are 4'9" tall) they can use the adult seat belts in the back seat, if they fit properly (lap belt lays across the upper thighs and the shoulder belt fits across the chest).

For more information on Child Passenger Safety Week, a national effort to remind parents and caregivers of the lifesaving effect child safety seats have in protecting young children, please visit www.nhtsa.gov or contact Kara Miller, Taney County Health Department at 334-4544 ext. 225.

Dixon Pilot
Dixon, MO
Circ. 2018
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9/17/2008
14633



133 National child passenger safety week

The Missouri State Highway Patrol joins the National Highway Traffic Safety Administration (NHTSA), the Ad Council, and other safety advocates to commemorate National Child Passenger Safety Week (September 21-27, 2008).

The primary goal of this program is to remind all parents and other adults responsible for children traveling in motor vehicles of the importance of child safety seats and seat belts. Every year, children suffer needless injuries.

Troopers investigate traffic crashes every day. Nothing is as sad as a traffic crash that includes a child being hurt or killed. Child safety seats protect children. The Missouri State Highway Patrol encourages every driver to make sure child passengers in their vehicles are restrained properly.

Missouri law states:

- Children less than four years old are required to use an appropriate child passenger restraint system.
- Children less than 40 pounds, regardless of age, must

be secured in a child passenger restraint system appropriate for the child.

- Children ages four to eight years old who weigh at least 40 pounds, but less than 80 pounds, and are under 4'9" tall, must be secured in a child passenger restraint system or booster seat appropriate for that child.

- Children ages eight through

15 must wear seat belts regardless of the type of vehicle in which they are riding or where they are seated (front or back). Like the child restraint law, this is a primary law, meaning you can be pulled over by law enforcement for noncompliance.

- Persons less than 18 years of age operating or riding in trucks (regardless of gross weight for which licensed) must wear seat belts.

- No person under age 18 is allowed to ride in the unclosed bed of a truck with a licensed gross weight of less than 12,000 pounds on lettered highways, federal, state maintained highways, and within city limits. There are exemptions for

agricultural purposes, special events, and parades.

- It is the driver's responsibility to ensure passengers under the age of 16 are buckled up safely. Those 16 and over are responsible for themselves.

There are many styles of child safety seats from which parents may choose.

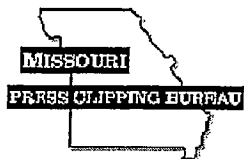
Infant seats are designed for children up to 22-30 pounds depending on the seat manufacturer. This type of seat should be placed into a vehicle so the infant faces rearward in a semi-reclined position. It is important to remember rear-facing infant seats should NOT be used in a front passenger seat equipped with an air bag. If deployed, an air bag could hit the infant seat

and injure or kill the baby.

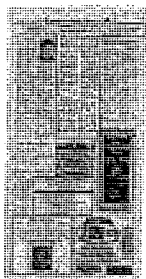
Most convertible child safety seats are designed for children up to 40 pounds. There are a few convertible seats with weight limits up to 65 pounds for larger children. Like all seats, they have manufacturer's labels on the side. They recline and face rearward in an infant position, and convert to sit upright and face forward for the toddler position. Most newer convertible seats can hold children who weigh up to 35 pounds in the rear-facing position. NHTSA recommends a child be a minimum of one year of age and at least 20 pounds before they can be turned around; they also recommend that the child remains facing rearward until the child's weight reaches the upper weight limit of the seat.

Booster seats are designed for children who have outgrown other safety seats and can be used with an adult lap and shoulder belt. Lap/shoulder belts are designed for children age eight or 80 or more pounds. Make sure the lap belt stays low and snug across the hips, and the shoulder belt does not cross the face or front of the neck.

For more information about Child Passenger Safety Week and the proper use of child restraint systems contact the nearest Missouri State Highway Patrol troop headquarters and ask for the public information and education officer, or visit www.nhtsa.com.



Lake Sun
Camdenton, MO
Circ. 4852
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9/20/2008
14158



Child Passenger Safety Week reminds parents the importance of car seats and seat belts 133

LAKE OF THE OZARKS - The Missouri State Highway Patrol joins the National Highway Traffic Safety Administration the Ad Council, and other safety advocates will commemorate National Child Passenger Safety Week Sept. 21-27.

The primary goal of this program is to remind all parents and other adults responsible for children traveling in motor vehicles of the importance of child safety seats and seat belts. Every year, children suffer needless injuries.

Troopers investigate traffic crashes every day. Nothing is as sad than a traffic crash that includes a child being hurt or killed. Child safety seats protect children. The Missouri State Highway Patrol encourages every driver to make sure child passengers in their vehicles are restrained properly.

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- Children ages eight through 15 must wear seat belts regardless of the type of vehicle in which they are riding or where they are seated (front or back). Like the child restraint law, this is a primary law, meaning you can be pulled over by law enforcement for noncompliance.

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Occupant Protection

PROJECT NUMBER:

08-PM-02-04

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Unbelted Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

In FY07, the Highway Safety Division participated in two campaigns, Buckle Up in Your Truck and Click It or Ticket. In FY08, the Division would like to combine the funds into one Click It or Ticket program, with a focus on pickup trucks. Funds will be used for paid media such as broadcast and cable television, radio and perhaps online advertising. Most of the media efforts would take place in May 2008. Media efforts would be focused on those groups that are least likely to wear their seat belt and try to address the reasons those groups give for choosing not to buckle up. One group least likely to buckle up are males 18-34, particularly those in pickup trucks, so a significant amount of media funding would work to reach this group.

PROBLEM IDENTIFICATION:

Missouri's overall safety belt usage rate is 75.2 percent, compared to 81 percent nationwide. This includes safety belt use on drivers and front seat passengers of passenger cars, SUVs, vans and pickup trucks:

Trucks -- 65.5 percent

Cars -- 79 percent

Vans -- 80 percent

SUVs -- 81.6 percent

- In 2006, 1,095 people were killed in a traffic crash.
- Seventy percent of the people who died in traffic crashes in 2006 were not wearing a seat belt.
- In 2006, there were 582 people killed in traffic crashes involving cars, station wagons, or vans, and 65.3 percent of those killed were unbelted.
- In 2006 there were 169 people killed in traffic crashes involving pickup trucks, and 85 percent of those killed were unbelted.
- In 2006, there were 123 people killed in traffic crashes involving SUVs, and 76.4 percent of those killed were unbelted.

GOALS AND OBJECTIVES:

Increase seat belt use statewide.

RESULTS:**Public Information and Education Campaign:**

The Missouri Department of Transportation's Highway Safety Division participated in the national Click It or Ticket occupant protection campaign. The Highway Safety Division contracted with TrueMedia, Inc., to assist with the media buy for the campaign, as well as Learfield Communications. Please see the attached documentation for more information on the media buy for each campaign.

Press events included a statewide event in St. Louis at Pattonville High School. A press conference was also held in Sikeston at an auto dealership that incorporated area law enforcement, guest speakers, and the opportunity for the public to try the Seatbelt Convincer.

Other regional coalitions worked with local radio stations in southern Missouri, providing prize packets and running promotions where listeners were asked to call in with compelling stories regarding the importance of buckling up. The station mixed in compelling statistics and calls to action with these reports and directed listeners to saveMOlives.com for more information.

The Northwest regional coalition displayed a wrecked MoDOT truck in front of the Missouri Department of Transportation District Office. Both workers walked away from the totaled vehicle because they were both wearing seatbelts. The truck was displayed next to a changeable message board stating "Belts Save Lives."

Media Coverage:

The information distributed to the law enforcement agencies that received grants included a sample press release. In addition, MoDOT distributed a press release to media outlets statewide and provided information on the saveMOlives.com web site. Highway Safety staff, Missouri Coalition for Roadway Safety contacts as well as local and state law enforcement agencies conducted numerous media interviews.

Law Enforcement Efforts:

During the statewide campaign, law enforcement officers worked 11,801 hours of overtime and wrote 5,247 citations for safety restraints. They also handed out 191 child passenger citations and 7,845 speeding citations. Law enforcement made 202 DWI arrests and 101 felony arrests.

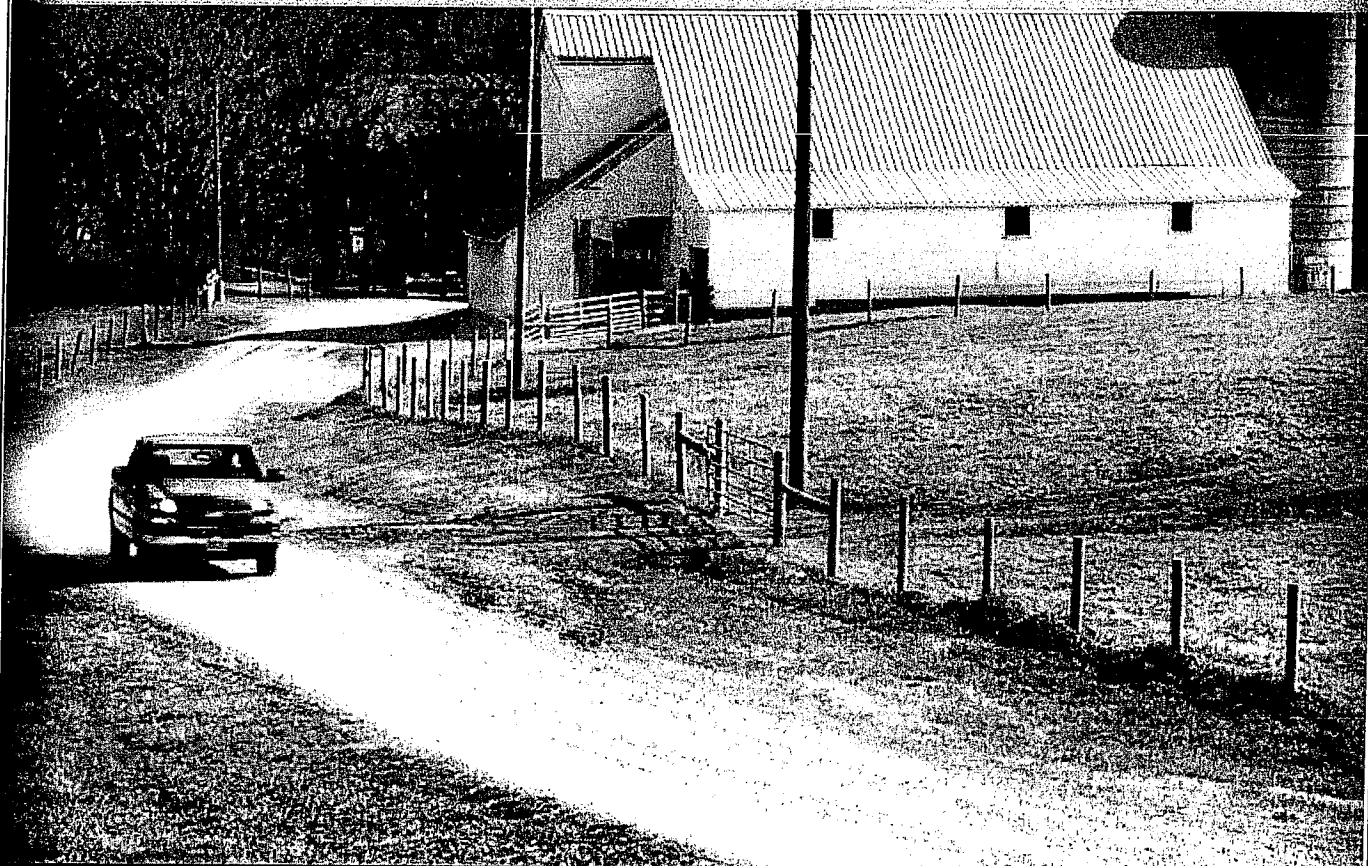
FUNDING:

402 : \$300,000.00

HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

YES,
EVEN WAY
OUT HERE.



CLICK IT
TICKET

ARRIVE
ALIVE

www.saveMOlives.com

Missouri Coalition for Roadway Safety



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOLives.com

For more information, contact Scott Jones at 573-522-1341, or Capt. Tim Hull at 573-526-6115.

May 9, 2008 – For immediate release

Buckle Up Day and Night *Click It or Ticket*

JEFFERSON CITY - Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

The Missouri Coalition for Roadway Safety is joining with state and local law enforcement May 12 through Memorial Day for an aggressive national “Click It or Ticket” program to crack down on unbelted drivers and save lives. Missourians also will be reminded to buckle up through state and national advertisements.

“Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder, so we are going to be out in force buckling down on those not buckling up,” said Capt. Tim Hull of the Missouri State Highway Patrol. “We don’t want to lose a single person in a traffic crash if it can be helped.”

A driver involved in a 2007 Missouri traffic crash had a 1 in 32 chance of being killed if they were not wearing a seat belt. However, when a driver wore their seat belt, their chance of being killed was only 1 in 1,329.

“Many drivers take the attitude that ‘it will never happen to me,’ but fatal crashes happen every day to all types of people,” said Leanna Depue, chair of the coalition’s executive committee. “So unless you want to risk a ticket, or worse – your life, please remember to Buckle Up and Arrive Alive.”

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers.

“Wearing your seat belt costs you nothing and not wearing it can cost you everything,” Depue said.

Nationally in 2006, 72 percent of passenger vehicle occupants involved in a fatal crash who were buckled up survived the crashes. When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs, and minivans. Yet, according to the National Highway Traffic Safety Administration, nearly one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

For more information on Missouri seat belt use, visit www.saveMOlives.com, and for more information on the national campaign, visit www.nhtsa.gov/link/nciot.htm.

###

Talking Points for Click It or Ticket May 2008

The Missouri Coalition for Roadway Safety is joining with state and local law enforcement and highway safety officials to launch an aggressive national "Click It or Ticket" seat belt enforcement mobilization to crack down on low seat belt use and to reduce highway fatalities. There is an emphasis this year on convincing more motorists to buckle up day and night.

The mobilization is supported by national and local paid advertising and earned media campaigns aimed at raising awareness before the blitz that ... *Day or Night - Buckle Up to Arrive Alive.*

Missouri Safety Belt Usage Statistics from 2007 Survey

- Missouri's overall safety belt usage rate is 77.1 percent, compared to 82 percent nationwide. This includes safety belt use on drivers and front seat passengers of passenger cars, SUVs, vans and pickup trucks.

Truck 65.5 percent

Cars 79 percent

Van 80 percent

SUV 81.6 percent

Data retrieved from the Missouri Traffic Crash Reporting System

- In 2007, 991 people were killed in traffic crashes.
- Seventy percent of the people who died in traffic crashes in 2007 were not wearing a seat belt. (Note: This includes passenger cars, vans, SUVs, and pickup trucks)
- In 2007, there were 471 people killed in traffic crashes involving cars, station wagons, or vans, and 60 percent of those killed were unbelted.
- In 2007 there were 173 people killed in traffic crashes involving pickup trucks, and 80.2 percent of those killed were unbelted.
- In 2007, there were 123 people killed in traffic crashes involving SUVs, and 71.8 percent of those killed were unbelted.

Traffic Crash Statistics from Missouri State Highway Patrol, Statistical Analysis Center

- A driver in a 2007 Missouri traffic crash had a one in 2.3 chance of being injured if they were not wearing their safety belt. However, if they were wearing a safety belt their chances of being injured in the crash were one in 7.6.
- A driver in a 2007 Missouri traffic crash had a one in 32 chance of being killed if they were not wearing a safety belt. However, if they were wearing a safety belt their chances of being killed were one in 1,329.

Missouri Safety Belt Usage Rates by Year

<u>Year</u>	<u>Usage Rate</u>
1998	60.42%
1999	60.82%
2000	67.72%
2001	67.91%
2002	69.37%
2003	72.93%
2004	75.88%
2005	77.4%
2006	75.2%
2007	77.1%

National Statistics

- National research shows that fewer people wear their seat belts at night than during the day.
- In 2006, more than 15,000 passenger vehicle occupants died in crashes between the hours of 6 p.m. and 5:59 a.m. according to the National Highway Traffic Safety Administration (NHTSA) research.
- Of that number, 64 percent were not wearing seat belts compared to 46 percent of unbelted daytime occupants between the hours of 6 a.m. and 5:59 p.m.
- In 2006 alone, seat belts saved an estimated 15,383 lives. An additional 5,441 lives could have been saved if seat belts were worn at the time of the crash.
- Employing safe driving practices, day and night, is the key to keeping drivers, their passengers, and other motorists on our Nation's highways safe. A seat belt can mean the difference between life and death.

For more information on Missouri seat belt usage, visit www.saveMOlives.com and for more information on the national campaign, visit www.nhtsa.gov/link/ctot.htm.

NEWS RELEASE

For Release:

For More Information Contact: (Department Contact and Phone Number)

Click It or Ticket

(Name of Agency) Encourages Motorist to Buckle Up and Arrive Alive

(Name of City or County, State) – The (Name of Agency) participated in the national Click It or Ticket mobilization conducted May 19-June 1. During the enforcement effort, officers issued a total of (number) traffic tickets including: (number) safety belt tickets; (number) speeding tickets; (number) driving while intoxicated; and (number) other traffic violations. (Number) felony arrests were made as a result of the crackdown.

“Safety belts are your single best defense in a crash,” stated (Name of Chief or Sheriff). “Law enforcement will continue to encourage drivers to make a simple, smart choice to buckle up and Arrive Alive.”

Funding for this effort was provided through a grant from the Missouri Department of Transportation’s Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center.

###

News Release

For Release:

For more information contact:

Buckle Up to Avoid a Ticket and Arrive Alive

(Name of City or County, State) –

Nearly one in four Missourians still fail to regularly wear their safety belts when driving or riding in a motor vehicle.

Among those least likely to buckle up: young males, pickup truck drivers and their passengers, people who live in rural areas, and nighttime drivers.

[Organization Name] announced today they are joining with law enforcement May 19 – June 1 for an aggressive national “Click It or Ticket” mobilization to crack down on Missouri’s safety belt law violators and to reduce highway fatalities.

Failure to regularly wear a safety belt can be deadly. In 2007, a driver in a Missouri traffic crash has a 1 in 32 chance of being killed if they were not wearing a seat belt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1,309.

“Safety belts clearly save lives. But unfortunately too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up.” said **[Local Law Enforcement Official]**. “Unless you want to risk a ticket, or worse - your life, you need to remember to ‘Click It or Ticket’ day and night, and Arrive Alive.”

[Local Official] said regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

For more information on the national “Click It or Ticket” mobilization, please visit www.buckleupamerica.org.

For information on Missouri seatbelt usage, visit www.saveMOlives.com.

###

Missourinet

**Missouri Department of Transportation
2008 Click It or Ticket**

***Missourians are hearing
your message!***

***Listen to it on the
Missourinet...***

- Targeted :30 radio spots aired for three weeks
- 44 network spots aired the weeks of May 12, May 19, and May 26, 2008.
- Spots aired on 61 Missourinet affiliated radio stations.
- All spots aired Monday-Friday, 6 a.m. – 7 p.m., during radio's primetime
- Audience Estimates for this campaign (persons 18+, 3 weeks, 44 messages):

Reach: 489,900

(the number of different people who hear your message)

Frequency: 3.5

(the number of times each person hears it)

Gross Impressions: 1,732,500

(the number of different times your message is heard)

- 10 Missourinet Billboards for three weeks, at no charge.
- Banner ad on the Missourinet.com for two weeks.

Investment: \$19,096 net



Thank You...

MISSOURI DEPARTMENT of TRANSPORTATION
CLICK IT OR TICKET
2008 CABLE TELEVISION, BROADCAST TELEVISION AND RADIO POST SUMMARY
5/12/08-6/8/08

<u>Market</u> <u>CABLE</u>	<u>System/Station</u>	<u># Paid</u> <u>Spots</u>	<u># PSA</u> <u>Spots</u>	<u># Total</u> <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>Men 18-34</u> <u>Final</u> <u>Est. GRPS</u>	<u>Men 18-34</u> <u>TOTAL</u> <u>GRPS</u>	<u>Index</u> <u>Total vs. Est.</u>
Columbia	Onmedia	<u>160</u>	<u>36</u>	<u>196</u>	<u>\$ 4,909.00</u>	<u>\$ 4,172.65</u>	<u>\$ 4,548.19</u>	272.7	249.4	91%
	Total	160	36	196	\$ 4,773.00	\$ 4,057.05	\$ 4,422.18			
Cape Girardeau	Charter 8212	299	66	365	\$ 10,365.00	\$ 8,810.25	\$ 9,603.17	411.8	358.2	87%
	City Cable 8180	165	48	213	\$ 2,940.00	\$ 2,499.00	\$ 2,723.91	490.50	165.5	34%
	AdWorks 5829	160	33	193	\$ 800.00	\$ 680.00	\$ 741.20	118.0	280.2	237%
	AdPro 0456	165	48	213	\$ 825.00	\$ 701.25	\$ 764.36	90.0	216.4	240%
	PrimeMedia 8981	165	55	220	\$ 1,875.00	\$ 1,593.75	\$ 1,737.19	106.5	220.0	207%
	Comcast8970	<u>163</u>	<u>3</u>	<u>166</u>	<u>\$ 429.00</u>	<u>\$ 364.65</u>	<u>\$ 397.47</u>	194	231.3	119%
	Total	1117	253	1370	\$ 17,234.00	\$ 14,648.90	\$ 15,967.30			
Hannibal	Comcast 3192	<u>162</u>	<u>60</u>	<u>222</u>	<u>\$ 918.00</u>	<u>\$ 780.30</u>	<u>\$ 850.53</u>	337.1	303.5	90%
	Total	162	60	222	\$ 918.00	\$ 780.30	\$ 850.53			
Joplin	CableOne 2966	165	60	225	\$ 1,011.00	\$ 859.35	\$ 936.69	320.4	136.3	43%
	CableOne 3007	165	30	195	\$ 1,296.00	\$ 1,101.60	\$ 1,200.74	163.8	115.1	70%
	CableNet 5966	161	64	225	\$ 805.00	\$ 684.25	\$ 745.83	113.4	285.7	252%
	CableNet 6347	139	82	221	\$ 708.00	\$ 601.80	\$ 655.96	98.0	234.0	239%
	CableOne6952	<u>165</u>	<u>60</u>	<u>225</u>	<u>\$ 885.00</u>	<u>\$ 752.25</u>	<u>\$ 819.95</u>	306.0	125.6	41%
	Total	795	296	1091	\$ 4,705.00	\$ 3,999.25	\$ 4,359.18			
Kansas City	Charter 1433	162	60	222	\$ 1,402.00	\$ 1,191.70	\$ 1,298.95	128.8	143.3	111%
	OnMedia 7875	163	60	223	\$ 2,883.00	\$ 2,450.55	\$ 2,671.10	153.5	163.8	107%
	TW Comcast 5963	163	60	223	\$ 6,313.00	\$ 5,366.05	\$ 5,848.99	134.2	114.9	86%
	Charter 1432	165	60	225	\$ 1,434.00	\$ 1,218.90	\$ 1,328.60	122.1	143.7	118%
	Time Warner 5961	164	30	194	\$ 8,688.00	\$ 7,384.80	\$ 8,049.43	136.1	112.7	83%
	Time Warner 6179	<u>158</u>	<u>60</u>	<u>218</u>	<u>\$ 9,769.00</u>	<u>\$ 8,303.65</u>	<u>\$ 9,050.98</u>	137.9	152.3	110%
	Total	975	330	1305	\$ 30,489.00	\$ 25,915.65	\$ 28,248.06			
Kirksville	OnMedia9193	<u>161</u>	<u>63</u>	<u>224</u>	<u>\$ 1,587.00</u>	<u>\$ 1,348.95</u>	<u>\$ 1,470.36</u>	220.2	114.1	52%
	Total	161	63	224	\$ 1,587.00	\$ 1,348.95	\$ 1,470.36			
Springfield	Charter 2760	164	60	224	\$ 1,682.00	\$ 1,429.70	\$ 1,558.37	225.9	183.7	81%
	CableOne 3010	164	60	224	\$ 984.00	\$ 836.40	\$ 911.68	83.4	170.9	205%
	CableNet 6574	140	83	223	\$ 700.00	\$ 595.00	\$ 648.55	90.0	141.7	157%
	OnMedia 7798	<u>165</u>	<u>60</u>	<u>225</u>	<u>\$ 12,189.00</u>	<u>\$ 10,360.65</u>	<u>\$ 11,293.11</u>	103.2	156.9	152%
	Total	633	263	896	\$ 15,555.00	\$ 13,221.75	\$ 14,411.71			
St. Joseph	Cablevision 528	<u>163</u>	<u>182</u>	<u>345</u>	<u>\$ 2,018.00</u>	<u>\$ 1,715.30</u>	<u>\$ 1,869.68</u>	82.7	175.5	212%
	Total	163	182	345	\$ 2,018.00	\$ 1,715.30	\$ 1,869.68			
St. Louis	Fidelity 6963	165	93	258	\$ 1,992.00	\$ 1,693.20	\$ 1,845.59	164.7	161.1	98%
	Charter 2758	165	59	224	\$ 1,845.00	\$ 1,568.25	\$ 1,709.39	133.2	125.6	94%
	Charter 8089	<u>159</u>	<u>59</u>	<u>218</u>	<u>\$ 15,030.00</u>	<u>\$ 12,775.50</u>	<u>\$ 13,925.30</u>	108.8	168.1	155%
	Total	489	211	700	\$ 18,867.00	\$ 16,036.95	\$ 17,480.28			
CABLE GRAND TOTAL		4655	1694	6349	\$ 96,146.00	\$ 81,724.10	\$ 89,079.27			

MISSOURI DEPARTMENT of TRANSPORTATION

CLICK IT OR TICKET

2008 CABLE TELEVISION, BROADCAST TELEVISION AND RADIO POST SUMMARY

5/12/08-6/8/08

<u>Market</u>	<u>System/Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>Men 18-34 Final Est. GRPS</u>	<u>Men 18-34 TOTAL GRPS</u>	<u>Index Total vs. Est.</u>
Broadcast TV										
Columbia/ Jefferson City	KMIZ, KOMU, KQFX, KRCG	127	78	205	\$ 21,075.00	\$ 17,913.75	\$ 19,525.99	293.0	358.3	122%
Cape Girardeau	KBSI, KFVS, WPSD	82	22	104	\$ 23,445.00	\$ 19,928.25	\$ 21,721.79	201.0	224.5	112%
Hannibal	KHQA, WGEM	92	14	106	\$ 13,600.00	\$ 11,560.00	\$ 12,600.40	300.5	252.3	84%
Joplin	KOAM, KSNF, KFJX	113	1	114	\$ 14,750.00	\$ 12,537.50	\$ 13,665.88	296.5	226.0	76%
Kirksville	KTVO	112	21	133	\$ 18,975.00	\$ 16,128.75	\$ 17,580.34	303.0	167.7	55%
Springfield	KCZ, KSFX, KSPR, KYTV	59	0	59	\$ 19,505.00	\$ 16,579.25	\$ 18,071.38	187.5	185.0	99%
St. Joseph	KQTV	81	25	106	\$ 20,750.00	\$ 17,637.50	\$ 19,224.88	270.5	339.6	126%
	TV GRAND TOTAL	666	161	827	\$ 132,100.00	\$ 112,285.00	\$ 122,390.65			
Radio										
Columbia/ Jefferson City	KCMQ, KBBM, KOQL	80	0	80	\$ 1,472.00	\$ 1,251.20	\$ 1,363.81	160.8	120.4	75%
Cape Girardeau	KEZS, KGMO	75	43	118	\$ 3,132.00	\$ 2,662.20	\$ 2,901.80	No ratings available		
Joplin	KJML, KMXL	60	10	70	\$ 1,475.00	\$ 1,253.75	\$ 1,366.59	158.0	123.7	78%
Kansas City	KPRS, KRBZ	96	10	106	\$ 4,640.00	\$ 3,944.00	\$ 4,298.96	149	75.9	51%
Springfield	KQRA, KTOZ	84	0	84	\$ 3,170.00	\$ 2,694.50	\$ 2,937.01	228.7	104.9	46%
St. Louis	KPNT, KSLZ	88	14	102	\$ 10,260.00	\$ 8,721.00	\$ 9,505.89	149.0	187.7	126%
	RADIO GRAND TOTAL	483	77	560	\$ 24,149.00	\$ 20,526.65	\$ 22,374.05			
	COMBINED GRAND TOTAL	5804	1932	7736	\$ 252,395.00	\$ 214,535.75	\$ 233,843.97			

Click It or Ticket 2008

Missouri State Highway Patrol Radio Script Draft

30 seconds

Trooper: Hello, I'm Trooper XXXXX. I work hard every day to serve the area of XXXX, and over the next few weeks, you will see even more of me and other officers enforcing Missouri's seat belt law.

We take seat belts seriously. We see how many tragedies on Missouri roads could be prevented by the simple, smart choice of buckling up.

Remember, Click It or Ticket. Buckling Up is your best defense in a crash, and will help make sure you Arrive Alive.

For more information, visit saveMOlives.com.

TAG: (to be added by separate voice) This message brought to you by the Missouri Coalition for Roadway Safety.

Click It or Ticket

The Missouri Coalition for Roadway Safety is joining with state and local law enforcement and highway safety officials to launch an aggressive national "Click It or Ticket" seat belt enforcement mobilization to crack down on low seat belt use and to reduce highway fatalities and injuries.

The mobilization is supported by paid advertising on a national and state level. Advertising will run May 12 – June 1, while law enforcement efforts take place May 19 – June 1.

A driver involved in a 2007 Missouri traffic crash had a 1 in 32 chance of being killed if they were not wearing a seat belt. However, when a driver wore their seat belt, their chance of being killed was only 1 in 1,309.

Focus on Oak
Grove
Oak Grove, MO
Circ. 2200
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5/15/2008
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133



Guest column
by Travis Rhyne,
sergeant,
Oak Grove Police Department

Buckle Up Oak Grove

Nearly one in four Missourians still fail to regularly wear their safety belts when driving or riding in a motor vehicle.

Among those least likely to buckle up: young males, pickup drivers and their passengers, people who live in rural areas and nighttime drivers.

The Oak Grove Police Department has announced they are joining with law enforcement May 19 - June 1 for an aggressive national "Click It or Ticket" mobilization to crack down on Missouri's safety belt law violators and to reduce highway fatalities.

Failure to regularly wear a safety belt can be deadly. In 2007, a driver in a Missouri traffic crash had a 1 in 32 chance of being killed if they were not wearing a seat belt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1309.

Safety belts clearly save lives. But unfortunately too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up. Unless you want to risk a ticket, or worse - your life, you need to remember to "Click It or Ticket" day and night, and Arrive Alive.

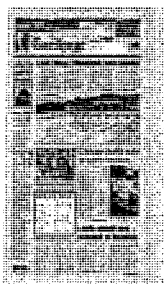
Regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

For more information on the national "Click It or Ticket" mobilization, please visit www.buckleupamerica.org.

For more information on Missouri seat belt usage, visit www.saveMOLives.com.



Carthage Press
Carthage, MO
Circ. 3100
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6/4/2008
17161



Click it¹³³ or Ticket

COURTESY CPD

In the two weeks between May 19 and June 1, 18 drivers in Carthage were ticketed for failing to wear seat belts while dozens of other traffic citations were issued by Carthage police officers.

It was the CPD's contribution to the nation-wide "Click it or Ticket" campaign sponsored by state and national highway agencies.

Police Chief Greg

Dagnan said in addition to the 18 seat belt tickets, officers issued three speeding tickets, two tickets for following too close and 37 other tickets.

Dagnan said CPD had extra officers on patrol during those days, specifically looking for seat belt and other traffic violations. Funding for the overtime and other costs incurred by the city were paid for with a grant from MoDOT and the other sponsoring agencies.

133 Seat belt survey reveals little change

It's still not clicking with Missouri teens that wearing a seat belt provides the single best chance for survival in a car crash.

The Missouri Coalition for Roadway Safety released results last week from a spring survey, showing only 62 percent of teens are wearing their seat belts - a modest increase from last year's 61 percent. Even less likely to buckle up are teens in pickup trucks - less than 50 percent. The teen usage rate continues to be dramatically lower than the overall state seat belt usage rate of 77 percent.

There is no doubt that this behavior is affecting lives. In the past three years, 415 young vehicle occupants (ages 15-19) died in Missouri traffic crashes - 80 percent of these teens were not wearing seat belts.

"Teenagers need to understand that we're talking about the difference between life and death," said Leanna Depue, chairman of the executive committee of the coalition. "It's frightening to

think how many young people still don't wear a seat belt and are dying in traffic crashes. With all of the educational and enforcement activities going on to reach them, it's disappointing to not see more young drivers making a responsible and life-saving choice."

Activities reaching out to teens are at an all-time high. Beginning this month, the Never Made It campaign focuses on the real-life consequences of young drivers who fail to buckle up. The campaign features messages airing on radio, cable television and through Internet banners and games. Advertising culminates October 19-25, a week designated as National Teen Driver Safety Week.

The Coalition also reaches out to teens with programs like Battle of the Belt, a high school seat belt challenge that kicked off in mid-September and runs through November 21. More than 80 schools participated last year

with surprise seat belt checks at each high school and student-planned educational campaigns on the importance of seat belt use.

"We want all of our young people to make it to homecoming, graduation and into old age," said Depue. "We're working together with hundreds of safety advocates across the state and we'll continue to do everything we can to increase the number of Missouri teens buckling up."

The coalition continues to encourage passage of a Primary Safety Belt Law, which would save approximately 90 lives each year and dramatically reduce injuries from traffic crashes. The coalition considers passage of this law to be the single most effective way to reduce Missouri traffic-related fatalities and injuries.

For more information, please visit <http://www.save-moyouth.com/>. Buckle Up to Arrive Alive.

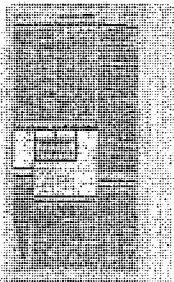
Missouri Teen Drivers Seat Belt Use Overall

2004	2005	2006	2007	2008
53.4	56.4	57.9	61.1	62.3

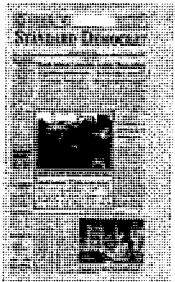
Missouri Teen Drivers Seat Belt Use by Vehicle Type

	2004	2005	2006	2007	2008
Car	58.2	60.8	61.7	65.2	64.3
Van	64.6	64.8	65	69.9	74.6
SUV	55.1	58.3	62.9	62.5	65.3
Truck	34.3	39.3	40.9	44.9	49.5

Aurora
Advertiser
Aurora, MO
Circ. 2904
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Sikeston
Standard
Democrat
Sikeston, MO
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Submitted photo
Daniel Kimball rides in the Missouri State Highway Patrol's Seat Belt Convincer Wednesday afternoon during the "Click It or Ticket" press conference. The convincer simulates a 5 MPH accident.

Patrol warns: 'Click it or ticket'

SIKESTON • Summer is here and the Missouri Highway Patrol has a stern advice for drivers: "Click it or Ticket."

Sgt. Dale Moreland of the Missouri State Highway Patrol Troop E offered the warning during the Click It or Ticket press conference Wednesday afternoon at Morlan Dodge in Sikeston.

The Missouri Coalition for Road-

way Safety is joining with state and local law enforcement and highway safety official to launch an aggressive national "Click It or Ticket" seat belt enforcement mobilization to crack down on low seat belt use.

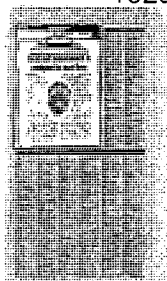
"Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder, so we are going to be out buckling down on those not buckling up," said Moreland.

"We don't want to lose a single person in a traffic crash if it can be helped."

A driver involved in a 2007 Missouri traffic crash had a 1 in 32 chance of being killed if they were not wearing a seat belt. However, when a driver wore their seat belt, their chance of being killed was only 1 in 1,329.

Drivers of pickup trucks has the lowest percentage of seat belt usage in the southeast area, officials said.

Examiner -
Independence
edition
Independence,
MO
Circ. 13306
From Page:
6b
9/10/2008
15200



133

Independence

Life On the Beat

Seat belt enforcement is designed to save lives

By TOM GENTRY

Public information officer
Independence Police Department

The Independence Police Department and other local law enforcement agencies throughout Missouri are joining with the Missouri Coalition for Roadway Safety to aggressively enforce the national "Click It or Ticket" program to reduce injuries and save lives.

Law enforcement emphasis is to convince motorists to use seatbelts day and night thus developing a habit of using them not only to save their own lives, but to also be an example for others to emulate. The "Click It or Ticket" campaign is also being supported by local and national paid advertising aimed at raising public safety awareness. The slogan is... Day or Night Buckle Up to Arrive Alive.

Missouri motorist's seat belt usage of 77.1 percent lags behind the national average of 82 percent, although over the last two years, Missouri has had a 21 percent decrease in traffic deaths, which is the second largest percentage decrease in the nation.

Traffic deaths in Missouri decreased from 1,257 in 2005 to 1,095 in 2006, and dropped to an all time low of 903 in 2007. So far in 2008, statistics show Missouri traffic deaths have declined by 7 percent year-to-date. A large part of the reduction in Missouri highway deaths is attributed to the partnership and cooperative efforts of the Missouri Coal-

ition for Roadway Safety and law enforcement agencies throughout the state.

The winning strategy has been not only to increase law enforcement activity, but also implement engineering improvements and educational programs. The goal had been to reduce Missouri highway fatalities to 1,000 or fewer by the year 2000, but happily that goal was reached a year earlier. "The power of partnerships and a single vision have proven effective. Law enforcement, engineering and education - all of these factors are working together to save lives, and we're thrilled to see the results," said Leanna Depina, chair of the coalition's executive committee.

"Failure to wear a safety belt can be deadly," said Traffic Safety Officer Sgt. John Passaglia. "In 2007, a driver in a Missouri traffic crash has a 1 in 32 chance of being killed if they were not wearing a seatbelt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1,000."

Safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. In the past 3 years, nearly 400 young drivers died in Missouri traffic crashes, and 72 percent were not buckled up. The evidence has shown we can reduce those deaths and the Independence Police Department is determined to do all it can to protect the public. Please join with us in this effort by using your seatbelt and making sure your loved ones do so as well. Your and their lives depend upon it.



133-92

Strengthen seat belt law

Officers need power to stop motorists for not buckling up.

Yesterday, another Click It or Ticket campaign hit a neighborhood near you. It's supposed to scare you into buckling up.

But it probably didn't, or significantly change anyone's behavior.

Springfield Police joined other law enforcers to announce the alleged enforcement campaign, but they do this knowing it's more public relations than crackdown. That's because they have very little power to actually change buckling habits.

Missouri's seat belt law needs to be fixed. Police cannot pull you over if they see you unbuckled.

OUR VOICE

This editorial is the view of the News-Leader Editorial Board.

They can only cite you if they stop you for another reason, like speeding or reckless driving.

And, if they do have cause to cite you, the heftiest fine that can come is 10 bucks.

Yes, you read that right — less than it costs to go to a movie and buy some popcorn.

There are also no points on your license, and no court costs.

Understandably, you don't see any of that in the Click It or Ticket commercials, or the news releases announcing campaigns like yesterday's.

Of course, that's not the fault of the police, sheriff or highway patrol officers.

They're doing their best with a law with no teeth. It's like trying to use only gums on beef jerky.

For years, safety advocates have pushed the state legislature to consider changing Missouri from a "Secondary Safety Belt" to a "Primary Safety Belt" state, like about two dozen other states in the country. That would give enforcement officers the power to ticket someone who is unbelted in plain view.

Lilliard Richardson, a professor in the Truman School of Public Affairs, University of Missouri, has studied seat belt issues on several fronts, including teenagers' attitudes toward buckling up. He said that the secondary nature of Missouri's law creates the false impression among teens, some of the riskiest drivers, that police do not care if they wear their belts.

Use of belts by teens was only 61 percent in Missouri in 2007, according to the Missouri Coalition for Roadway Safety, yet teens regularly die, unbelted, on area roadways.

They simply aren't afraid.

Richardson said he has not seen a single study — anywhere — to logically counter arguments for primary enforcement. "Every study we've done from the lab to the accidents on the road, you have higher belt usage and lower fatality rates," he said.

The coalition estimates that a primary law would save 90 lives a year statewide and keep 1,000 people from being seriously injured. The coalition, which sponsors Arrive Alive ads, also estimates that millions would be saved in health care costs.

In addition, the federal government offers incentives — the possibility of \$16 million total for Missouri — to states that enact primary enforcement laws. The money goes toward roadway safety improvements, like guard cables, reflective signs and wider shoulders.

The coalition publishes a guide to changing the law called "If you had a say in saving a life, wouldn't you speak up?"

It includes lots of convincing data, a form to write to state legislators and tips for speaking to others about the issue. It can be found at www.saveMolives.com (click on the box that says, "Become a Primary Safety Belt partner.") Or, call (573) 751-4161.

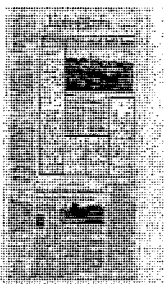
Richardson said the \$10 fine also should be increased. He said some states charge much more, and studies show as much as a 3.4 percent increase in belt usage with fines in the \$35 to \$50 range. (Daytime, front-seat travelers were studied.)

Year after year, law enforcement agencies try to convince state legislators that they need more than clever-sounding campaigns to make a difference on this front.

But, year after year, the effort fails.

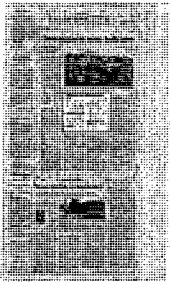
Maybe the next session will see common sense, logic and statistics prevail.

Attitudes can be changed. Awareness campaigns help. But lawmen and women need power too, especially when it comes to drivers — like all those teenagers — who simply don't scare easily.





Springfield
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Springfield, MO
Circ. 65973
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17284



Facts about seat belts and crashes

In 2007, a driver involved in a Missouri traffic crash had a 1 in 32 chance of being killed if he or she were not wearing a seat belt. However, when a driver wore a seat belt, the chance of being killed was 1 in 1,329.

Deaths from 2004 to 2006 from Missouri crashes totaled 2,910. Of those people killed, at least 1,815 were not wearing seat belts. (In some crashes, seat belt use could not be determined.)

Teen deaths from 2004 to 2006 from Missouri crashes

totaled 477. Of those, at least 345 were not wearing seat belts.

In Greene County in that same time period, 12 of the 16 teens who died were not wearing seat belts. In Lawrence County, that ratio was eight of 11 and in Barry County, six out of 10.

— News Leader research



Web resource:

Learn more about safe driving from the Missouri Coalition for Roadway Safety.

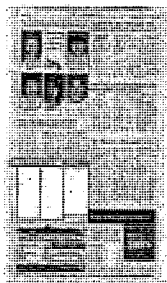


NEWS-LEADER FILE PHOTO

In this collision on I-44 in 2002, the driver of the Jeep (foreground) was not wearing a safety belt. He was pronounced dead at the scene.



California
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California, MO
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Buckle Up Day and Night . . . Click It or Ticket

Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

The Missouri Coalition for Roadway Safety is joining with state and local law enforcement May 12 through Memorial Day for an aggressive national "Click It or Ticket" program to crack down on unbelted drivers and save lives. Missourians also will be reminded to buckle up through state and national advertisements.

"Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder, so we are going to be out in force buckling down on those not buckling up," said Capt. Tim Hull of the Missouri State Highway Patrol. "We don't want to lose a single person in a traffic crash if it can be helped."

A driver involved in a 2007 Missouri traffic crash had a one

in 32 chance of being killed if they were not wearing a seat belt. However, when a driver wore their seat belt, their chance of being killed was only one in 1,329.

"Many drivers take the attitude that 'it will never happen to me,' but fatal crashes happen every day to all types of people," said Leanna Depue, chair of the coalition's executive committee. "So unless you want to risk a ticket, or worse – your life, please remember to Buckle Up and Arrive Alive."

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers.

"Wearing your seat belt costs you nothing and not wearing it can cost you everything," Depue

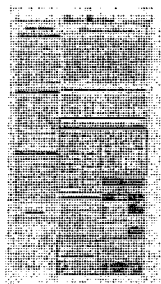
said.

Nationally in 2006, 72 percent of passenger vehicle occupants involved in a fatal crash who were buckled up survived the crashes. When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs, and minivans. Yet, according to the National Highway Traffic Safety Administration, nearly one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

For more information on Missouri seat belt use, visit www.saveMOLives.com, and for more information on the national campaign, visit www.nhtsa.gov/link/ciot.htm.



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Democrat
Kennett, MO
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Click It or Ticket Press Conference Held in Sikeston

SIKESTON, Mo. — Buckling up only takes seconds, but these seconds could save your life in a traffic crash. That's why the Missouri Coalition for Roadway Safety is joining with state and local law enforcement for an aggressive national "Click It or Ticket" program to crack down on unbelted drivers and save lives. Missourians also will be reminded to buckle up through state and national advertisements.

In addition to these advertisements, a Click it or Ticket press conference is also being held in Southeast Missouri on Wednesday, May 28.

The press conference will be held at the Sikeston Morlan Dodge Auto Dealership, 1110 South Main Street in Sikeston, at 1:00 p.m.

Sgt. Dale Moreland of Missouri State Highway Patrol Troop E will be speaking at the press conference. Other area law enforcement officers have been invited to attend and speak at this event as well.

The press conference is being held in hopes of increasing awareness of the enforcement programs currently happening in Southeast Missouri.

"Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder, so we are going to be out buckling down on those not buckling up," said Moreland. "We don't want to lose a single person in a traffic crash if it can be helped."

A driver involved in a 2007 Missouri traffic crash had a 1 in 32 chance of being killed if they were not wearing a seat belt. However, when a driver wore their seat belt, their chance of being killed was only 1 in 1,329.

"Many drivers take the attitude that 'it will never happen to me,' but fatal crashes happen every day to all types of people," said Moreland. "So unless you want to risk a ticket, or worse - your life, please remember to Buckle Up and Arrive Alive. Wearing your seat belt costs you nothing and not wearing it can cost you everything."

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers.

Nationally in 2006, 72 per-

cent of passenger vehicle occupants involved in a fatal crash who were buckled up survived the crashes.

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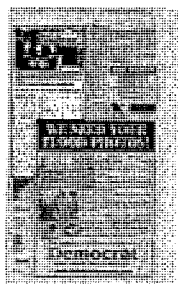
Yet, according to the National Highway Traffic Safety Administration, nearly

one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

Employing safe driving practices, day and night, is the key to keeping drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.

For more information on Missouri seat belt use, visit <http://www.savemolives.com> /, and for more information on the national campaign, visit www.nhtsa.gov/link/ciot.htm <<http://www.nhtsa.gov/link/ciot.htm>>, or call MoDOT's customer service center toll-free at 1-888-ASK-MODOT (1-888-275-6636).

Elsberry
Democrat
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(on-line at www.elsberrydemocrat.com)
Members of the Elsberry High School Cheerleading squad Natalie Copeland, Abby Hall, Tamara Moore, Sam Grills and Kayla Moore at KFAV 99.9 radio station.
The group performed two original cheers on the air as part of the "Click it or Ticket" campaign.

EHS cheerleaders support 'Click it or Ticket' campaign

—BY MARIAH SUDDARTH—
reporter

In the year 2007, 991 people were killed in traffic crashes. As provided by the Missouri Traffic Crash Reporting System, 70 percent of the people who died in those traffic accidents were not wearing a seat belt. As traffic related deaths become a growing problem among commuters, the Missouri Coalition for Roadway Safety is joining with the state and local law enforcement to crack down on the low seat belt usage to reduce the number of fatalities on highways.

However, the law enforcement officers aren't the only ones spreading the word for the "Click it or Ticket" seat belt enforcement mobilization.

A few members of the Elsberry High School Cheerleading squad had their own little way of showing support. Cheerleaders Abigail Hall, Natalie Copeland, Kayla Moore, Tamara Moore and Sam Grills made their way to the radio station 99.9 KFAV

and KWRE in Warrenton on Thursday, June 19 along with Public Information Officer Sgt. Julie Scerine to perform two original cheers to promote the "Click it or Ticket" mobilization. The girls helped show their sup-

port while learning and discussing some major points of traffic safety among commuters. Not only did they 'scream and shout' their support to listeners, but they had a few opinions of their own.

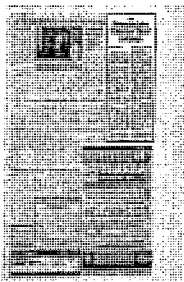
"Wearing a seatbelt is not only the smart thing to do, but it's very responsible," said Hall after performing for radio station, 99.9 KFAV.

"I always wear a seatbelt and make sure that everyone in my vehicle does the same. Remember, 'Click it or ticket'."

With Missouri's overall safety belt usage standing at 77.1 percent, responsible commuters might agree that there is just no other way to put it. Remember the next time you get into a vehicle... 'Click it or Ticket'.



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SAFETY

Riverside joins 'Click It or Ticket' campaign

By Jared Hoffmann

The Riverside Public Safety Department will have a few extra officers patrolling the city's roadways for the next couple of weeks as part of a statewide "Click It or Ticket" campaign.

Officer Brent Holland said the city received a grant from the Missouri Department of Transportation — Highway Safety Division to cover the cost of having additional officers on patrol. The goal, Holland said, is to enforce the use of safety belts and ensure that all motorists use safe driving behavior, especially as more residents will soon be embarking on summer road trips.

"We're trying to curb aggressive driving violations — anything that is likely to cause an accident," Holland said. "If you are not going to wear a seat belt, you will get a ticket."

Holland said public safety officers conducted a checkpoint last week to make sure motorists were using seat belts and that children were seated properly in safety seats. Holland said fortunately, the majority of individuals who were stopped during the effort so far were following seat belt regulations.

"This is a safety effort to cut down on deaths and injuries on our highways,"

Holland said. "It seems that a lot of people already do wear their seat belts."

Sgt. Dan Green of the Missouri State Highway Patrol said Missouri has been involved with the "Click It or Ticket" campaign since 2003. Since then, the highway patrol has dedicated increasing numbers of officers and overtime hours to promote stricter enforcement of seat belt regulations. Green said the awareness campaign had a positive correlating effect, as the number of traffic fatalities began to decrease soon after the program was implemented.

"During the heavy travel weekends, we'll have additional officers working overtime to participate in the program," Green said. "As far as looking for people not wearing seat belts, we do that year around."

Green said wearing a seat belt should be common practice for all motorists; a habit that can greatly increase your chances of surviving a traffic accident and reduce the risk of serious injuries.

"You can't pick and choose what kind of crash you're going to be in or when it's going to take place," Green said. "If you're wearing your seat belt, it's much more likely you'll survive."

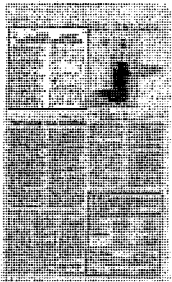
Staff writer Jared Hoffmann can be reached at 389-6636 or jaredhoffmann@npgco.com.

County:
Clay

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Hermitage, MO
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Editorial ⁽³⁷⁾ **Seatbelts save lives**

More than two-thirds of young drivers and passengers killed in nighttime car crashes weren't wearing seatbelts, according to a recent report by the National Highway Traffic Safety Administration. And the daytime seatbelt uses isn't much better, nor is the rate much better for older drivers.

In this day when so much information is available about highway safety, drivers should be aware that using seatbelts is one of the simplest safety actions that drivers or passengers can take. Yet we here at The Index report on wreck after wreck in which drivers or passengers were tossed out of survivable wrecks and killed when they could have walked away if they had only been using their seatbelts.

Young drivers often drive unbuckled for the risk-taking thrill and because they aren't mature enough to realize that they aren't indestructible. But more mature drivers should have learned that challenging the odds will eventually catch up with them. Sometimes the same people who claim they will never fly in an airplane or get on a cruise ship will hop in their vehicle and drive away without performing the simple task of buckling their seatbelt. We can't understand that kind of logic when the facts overwhelmingly refute such a conclusion.

We don't see people driving down the highway with their vehicle doors open because drivers and passengers automatically close the doors before the vehicle takes off. That's a simple safety act and one that is automatic. We close the doors then start the car. We don't see

the difference in that action and the buckling of seatbelts.

Here at this newspaper, we see many wrecks, and one of the saddest situations is to see a driver or passenger—especially a young person—being airlifted to the hospital or hauled to the funeral home from a simple rollover wreck. Vehicle doors often fly open when the framework is stressed and twisted in crashes and rollovers. And even the strongest person can't withstand the forces at play when something that big and heavy starts spinning or crashing. You buckle up in the programmed carnival rides, so why would anyone embark on an unprogrammed and dangerous vehicle ride without a seatbelt?

Safety standards for vehicles have been steadily increasing through the decades with airbags, combination seatbelts, safety glass, stronger seats and smoother cabin instruments. But none of this matters if the driver or passenger is tossed out a door or window onto a roadway, into a tree or under a vehicle.

If you're going to be in a wreck, the safest place to be is strapped securely into a padded seat with plenty of inflating airbags around you. You don't want to be tossed headlong into some immovable object. So don't defy the odds and

County:
Hickory



don't hang on to that unsubstantiated argument that you want to be able to get out of the wreck in a hurry. Buckle up; stick with the proof that seatbelts can save lives. We don't want to have to report your untimely demise from the risky and dangerous practice of driving without a seatbelt.

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MISSOURI

Annual Report 2008

PROJECT TITLE:

2011 CPS

PROJECT NUMBER:

08-K3-05-1

PROGRAM AREA:

Occupant Protection

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Low income families

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

With the passage of Missouri's booster seat law in 2006, the Highway Safety Division applied for a Section 2011 Child Safety Seat and Booster Seat incentive grant. Missouri was awarded a grant in the amount of \$852,790 during the first year, and has again made application for additional funding. Funds have been used to cover the costs of CPS training, supplies (including child safety seats and booster seats), printing, and travel expenses relating to child passenger safety education.

PROBLEM IDENTIFICATION:

Motor vehicle crashes remain the leading cause of unintentional injury-related deaths among children under the age of 16 years in Missouri. According to the Missouri State Highway Patrol, in 2005, 61 fatalities and 6,675 injuries occurred to children under age 16 due to motor vehicle crashes in Missouri. Many of the injuries and fatalities occur when children ride unrestrained or are improperly restrained. It is estimated that approximately 73 percent of children who are placed in child safety seats are improperly restrained.

Lack of funds to purchase child safety seats and booster seats contributes to lower usage rates among low-income families. However, research shows that 95 percent of low-income families who own a child safety seat use it. Improving access to affordable child restraint systems and educating parents and caregivers about proper installation and use are key components to increasing use rates in these socio-economic groups.

GOALS AND OBJECTIVES:**Goal:**

The Highway Safety Division plans to reduce the total number of fatalities and serious injuries to children ages birth to eight by educating parents on how to properly install their child safety seats, increase awareness regarding the misuse rate, provide training to persons to manage fitting stations, and provide age/size appropriate child safety seats/booster seats to parents in need.

Objectives:

- To support 6 Child Passenger Safety classes this fiscal year
- To distribute 100,000 brochures on the proper seat use
- To distribute 8,530 car seats/booster seats to low income families

- Participate in statewide enforcement/education campaign

RESULTS:

2011 funding was used to purchase 2 CPS trailers for training in the Springfield and Kirksville areas. Seven NHTSA CPS courses were sponsored (instructor fees, class supplies, and registration fees for students). Brochures and other printing costs amounted to over \$15,000. Part of those printing costs included law enforcement citation cards that were distributed to every law enforcement agency in the state and were also made available to order on the modot.org website. Over \$165,900 was expended on approximately 4,150 child safety seats and booster seats for low income families that were distributed through Missouri Fitting Stations listed on the NHTSA website. The current safety seat survey indicates a 2% increase in the usage rate--a good indication that the program is reaching parents/caregivers around the state.

FUNDING:

2011 : \$500,000.00

HS CONTACT:

Pam Hoelscher
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

MISSOURI

Annual Report 2008

PROJECT TITLE:

Bicycle/Pedestrian Materials

PROJECT NUMBER:

08-OP-05-03

PROGRAM AREA:

Occupant Protection

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

bicyclists and all drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Instructional materials will be distributed statewide to educators, health care professionals, emergency response teams, law enforcement departments and safety advocates to communicate the safety message. The broad goal is to reduce bike/ped fatalities and serious injuries. Educating motorists is the most crucial missing element. The second most important focus is on educating the bicyclists/pedestrians to employ safer, defensive behavior (including wearing helmets for bikers, skaters and boarders). Providing nonmotorists with something simple that can be worn or fastened to equipment would increase visibility (armbands, legbands, lanyards, zipper pulls, blinkie lights).

PROBLEM IDENTIFICATION:

Safety for nonmotorized travelers is a strong concern in Missouri. From 2003 to 2006, 347 bicyclists and pedestrians were killed in crashes with motorists. During the same time frame, 6,599 others were involved in non-fatal crashes with motorists. Many more crashes were recorded in hospital records of bike/ped injuries that did not involve a motorist. The people involved in these crashes were motorists, bicyclists and pedestrians. An educational campaign is necessary to instruct all of these road users on how to share the road, supported by safety equipment such as helmets, reflective arm and leg bands and lights.

Although bicycle and pedestrian-involved crashes occur across the entire state, they occur with higher frequency in locations of denser population (such as St. Louis, Kansas City, Springfield, Columbia, Joplin, St. Joseph, Jefferson City, Cape Girardeau). Other clumps of high incidences include Sikeston, Moberly, Branson and Camdenton. Surprising clusters occur along major corridors such as I-44, I-70 and Highway 50; some of these may be attributable to pedestrians walking along the interstate because their vehicle has become disabled.

GOALS AND OBJECTIVES:

- To provide education through brochures
- To provide helmets to bicyclists in order to reduce fatalities/injuries

RESULTS:

Funding this year was utilized for the purchase of A to Z educational brochures and bike helmets.

FUNDING:

402 : \$5,000.00

HS CONTACT:

Pam Hoelscher
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

MISSOURI

Annual Report 2008

PROJECT TITLE:

Tween Safety Program

PROJECT NUMBER:

08-OP-05-04

PROGRAM AREA:

Occupant Protection

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Tweens and parents of tweens

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

The Tween Safety Program will target children between the ages of 8 through 14 years old and their parents. The project consists of intervention programs designed to educate parents and their kids regarding general traffic safety.

Suggested programs are created with specific age groups in mind. For younger tweens between the ages of 8 and 10, activities such as "Spot the Tot", "Trunk Entrapment", "Safety Belt Fit Test" and "Never Leave your Child Unattended" provide information critical to keeping kids safe in and around vehicles. For all tweens and older tweens, the focus will be to learn about basic airbag safety and proper set belt usage.

The activities and related information will be primarily facilitated through school assemblies, after-school programs, safety fairs, and summer programs. Each program will have printed material with the target age groups for students and parents. Incentives such as pencils, seat belt covers and DVD holders will be provided following the activities to reinforce learning.

Focus groups will be conducted prior to the programs to gather ideas to best fit the needs of the tween population and their parents. The Program Coordinator will be responsible for the completion of these focus groups.

Finally, if possible, the Coordinator will distribute and collect pre and post tests or another selected form of evaluation that will be completed by students and/or parents following the completion of activities. Results would then be compiled into descriptive reports.

PROBLEM IDENTIFICATION:

At a young age, too many children are still riding in the front seat of a vehicle and often without any type of restraint--child safety seat or seatbelt. In addition, this puts a number of children at risk of airbag-related injuries and deaths. While child safety seats and booster seats for children under 8 years of age are being used more often, children between 8-14 years of age are at a great risk of danger because of the lack of education about restraint use and airbag safety. These children are the drivers of the future, and the foundation for safety belt use needs to occur at this level before they are behind the wheel of a vehicle.

Tweens in Missouri -- children between ages 8 through 14 -- are just as likely to be killed in motor vehicles crashes as children ages 4 through 7. In 2006, crashes on Missouri roadways resulted in 16 deaths and 222 serious injuries to children 8 to 14 years old. While a multitude of programs and other resources have been directed toward child restraint or booster set use by younger children, there has been almost no focus on ensuring that tweens ride properly restrained.

GOALS AND OBJECTIVES:

To provide education to parents/caregivers regarding Tween Safety in an effort to reduce fatalities/injuries of children ages 8-14 .

RESULTS:

The program reached 2,979 students during the grant year. A survey was given to tweens before and after education. A good increase in correct answers was noticed. The education was given in small groups for a more hands on approach. Staff distributed the magazines to health departments, doctor's offices, and other businesses. A total of 4,200 magazines were distributed throughout the grant year.

FUNDING:

402 : \$50,000.00

HS CONTACT:

Pam Hoelscher
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

MISSOURI

Annual Report 2008

PROJECT TITLE:

Safety Seat Survey

PROJECT NUMBER:

08-PT-02-128

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Drivers of Vehicles Transporting Small Children

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center proposes the continuation of the child seat study for the collection and analysis of data on child seat usage rates. This data allows the state to measure the effects of its statewide public information, education and enforcement efforts. The methodology will continue to be based upon the guidelines established during the pilot study and all subsequent child seat studies beginning in 2001. Selected counties and locations will remain the same with six urban locations and six rural locations in the identified counties. Collection time frames will remain the same and the vehicles that qualify for observation will be the same as vehicles where data is collected on the seat belt survey. Efforts will continue to maintain a core group of trained observers to ensure accurate and consistent data collection. Detailed reports will be submitted to the Highway Safety Division of MODOT upon completion of the study.

Evaluation for this program will be the completion of a child seat observational study in 20 locations, collection and analysis of the data and the subsequent report of the findings to the Highway Safety Division of MODOT.

PROBLEM IDENTIFICATION:

Because Missouri has a primary law requiring the use of child safety seats for children under the age of 4 and booster seats for ages 4-7, enforcement remains a potential method of gaining compliance. Based upon analysis of the data collected during the 2006 Child Seat Study, there is still a 17% non-usage rate in Missouri.

GOALS AND OBJECTIVES:**Goals:**

1. Conduct an on-going study to determine the 2008 usage rate of child safety seats in the targeted counties.
2. Collect and analyze data and report to Highway Safety Division of MODOT, in final report format.

Objectives:

1. Using a core group of trained observers in the established survey locations, collect data on child seat usage in the 20 counties.
2. Analyze the data to formulate a final report for the Highway Safety Division of MODOT.

RESULTS:

The Missouri Safety Center conducted the child safety seat survey between March 22 and June 5, 2008. The survey was conducted in 18 counties at 21 Wal-Mart Supercenters or stores. The purpose of the survey was to determine observed restraint use. The 2008 data from 21 survey sites revealed that 90.2% of the 4,760 children under age four were restrained. This is a 2 percent increase over the reported 2007 restraint use figure of 88.2%.

FUNDING:

402 : \$29,808.00

HS CONTACT:

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ENGINEERING SERVICES & DATA COLLECTION

The most effective traffic safety program includes three component parts: 1) Enforcement; 2) Education; and 3) Engineering. This program area identifies engineering issues and incorporates them into a comprehensive countermeasure effort. In addition, data collection supplements these components—without the timely collection of statistics, none of the countermeasures would be complete.

BENCHMARKS

Established	Result
Production of the annual Traffic Safety Compendium in a timely fashion for easy use by traffic safety advocates, law enforcement agencies, media, and the general public	The Compendium was compiled by the Missouri State Highway Patrol Statistical Analysis Center, and was produced and distributed in August of 2008. In addition, to the Compendium other reports compiled were: Holiday Accident Report, Missouri Emergency Service Vehicle Crashes, Analysis of Deer Involvement in Missouri Traffic Crashes, Occupants in Unenclosed Areas of Motor Vehicles, Fact Sheets for Crashes Involving Aggressive Driving, Alcohol, Commercial Motor Vehicles, Motorcycles, Younger Drivers, Older Drivers, Work Zones, Pedestrians, School Buses, Speed, Seat Belt Usage, and Child Restraint
Provide consultant assistance to local communities for traffic and bridge engineering	Bridge operational analysis services were provided to the following counties and cities: Clay County, City of DeSoto, City of Gladstone, Douglas County, Webster County, Jefferson City, City of Independence, Ray County Texas County, Harrison County, Pettis County, Daviess County, Osage County, Johnson County, Gentry County, City of Cape Girardeau, City of Maplewood, City of Rock Hill, City of St. Charles, City of St. Ann, City of Raymore, Benton County, Lawrence County, Caldwell County, Green County, Cedar County, St. Clair County, City of Ballwin Traffic engineering services were also provided statewide as needed.
Provide training for engineering professionals at workshops and the Annual Traffic Conference (attendance will be dependent upon conference costs based on location and travel constraints)	The Annual Traffic Safety Conference was held April 30 – May 2, 2008. Included in attendance were people from national, state, and local agencies. They comprised mostly of engineers though there were some traffic safety professionals as well.
Provide an effective, efficient software system for capturing local law enforcement crash data	One method of maintaining local data is the Law Enforcement Traffic System (L.E.T.S) computer software. It allows the local user to collect and maintain working data as well as transmit required data to a centralized data system. The L.E.T.S. program can generate data essential to high crash locations, manpower allocation, and grant development. It may also provide local engineers with additional data that can be instrumental in affecting traffic crash countermeasures.
Provide an effective, efficient web-based highway safety grants management system	Planning was undertaken in 2007 to start a rewrite process of the current grants management system. The updated version is estimated to be online some time for the next grant cycle.

Strategies

Identified	Implemented
Encode all accident reports into the STARS system, ensuring accuracy and efficiency, and provide equipment to support STARS maintenance	The total number of motor vehicle accident reports encoded into STARS was 144,195 compared to 151,627 reports encoded for the period October 1, 2006, through august 31, 2007. There were 1,244 location specific, monthly, semi-annual, and annual traffic accident

	<p>summaries distributed to police agencies, sheriff's departments and some public work agencies. Sixteen police agencies serving a community population of 1,000 or more did not submit accident reports for inclusion into STARS. A total of seven STARS Accident Report/Classification Training sessions were presented to representatives from 86 police agencies. Patrol Personnel worked 2,079 overtime hours processing 48,599 accident reports. The sum of \$79,299 was expended on contracted technical support for the STARS.</p>
Utilize statistics to produce the annual Traffic Safety Compendium to assist MoDOT's Highway Safety Division and local communities in developing problem identification	<p>The latest publication of Missouri Traffic Safety Compendium and Missouri Traffic Crashes has been distributed, and is also available on-line. The compilations provide an array of statistics relating to Missouri's 2007 traffic crash experience.</p>
Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety	<p>This was accomplished through the TEAP & BEAP projects funded through MoDOT.</p>
Provide training to assure state and local engineers are kept abreast of current technology	<p>This was accomplished through projects funded by contracting with MoDOT to support the Statewide Traffic Conference.</p>
Continue LETS software improvement and training – train users on accessing and utilizing LETS system, log users into the system, and provide help desk through REJIS	<p>Users continue to be trained on accessing and utilizing the LETS system.</p>
Implement, where possible, recommendation of the Traffic Records Assessment team which will include establishing linkage capability with the Statewide Traffic Accident Reporting System in order to generate merged records for analytic purposes	<p>Merged records are generated for analytic purposes. Recommendations are continually made and implemented by the Traffic Records Assessment Team.</p>
Continue to serve on the Traffic Records committee and assist in the update of the Missouri Traffic Records Strategic Plan	<p>A Highway Safety staff member continues to coordinate meetings and facilitate the Traffic Records Committee.</p>
Implement recommendations of the 2006 Traffic Records Assessment into the statewide strategic plan (as required in Section 408 implementing guidelines)	<p>The Traffic Records Coordinating Committee reviewed guidelines and continues to proceed with recommendations from the assessment.</p>
Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and reports that provide standardized exposure data for use in developing traffic safety countermeasure programs	<p>STARS is maintained and enhanced where possible in order to effectively develop traffic safety countermeasure programs.</p>
Promote use of the online law enforcement mobilization reporting system	<p>Informational e-mails and letters are sent to all law enforcement agencies prior to each mobilization campaign. The mobilizations are also promoted during grant workshops, conferences and site visits with these agencies.</p>
Collaborate with the Missouri State Highway Patrol to revamp the annual Traffic Safety Compendium in order to make it more comprehensible to the general public and to assure that the statistics being captured answer the state's problem identification questions in order to properly allocate limited resources in the most efficient manner	<p>The Compendium is specifically designed to identify the scope, magnitude, and severity of traffic crash problems in Missouri. An electronic copy will be available online. Special research studies are conducted to identify specific types of traffic safety problems and evaluate policies and programs being considered for adoption in the Highway Safety Division annual plan.</p>
Develop and implement a totally web-based Highway Safety grants management system working in conjunction with the Highway Safety division, REJIS, and MoDOT's Information Technology division	<p>A complete review was conducted by REJIS staff to determine the needs of HSD staff to begin the migration to a complete web-based grants management system.</p>

MISSOURI

Annual Report 2008

PROJECT TITLE:

BEAP

PROJECT NUMBER:

08-RS-11-02

PROGRAM AREA:

Engineering

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Statewide

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

Bridge Engineering Assistance Program (BEAP)

This project will provide for the retention of consultants to review bridge structures as requested by a city or county and will provide information on bridge condition, load limits, and recommended repairs.

Traffic Engineering Assistance Program (TEAP)

The purpose of this task is to retain private consulting firms with expertise in traffic engineering to aid cities and counties with specific operational problems on their streets and highways.

PROBLEM IDENTIFICATION:

BEAP - It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their bridges. Correction of these problems can require evaluation of bridge structures for load-carrying capacity. Most cities and counties do not have personnel with expertise in these areas to perform the necessary analyses. This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness.

TEAP - It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their streets and highways. Correction of these problems can require detailed assessment of traffic crash analysis, traffic counts, speed surveys, minor origin and destination studies, non-rapid transit studies, parking supply and demand, capacity analysis, lighting analysis and design, traffic control devices (inventory and layout), or traffic signal progression analysis and design. Most cities and counties do not have personnel with expertise in these areas to perform the necessary analysis. (This is not a complete list of what studies a traffic engineer consultant may be called upon to perform.) This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness.

GOALS AND OBJECTIVES:

The goal of this program is to provide professional bridge and traffic engineering assistance to

local entities.

RESULTS:

The following local governments received assistance through the BEAP and TEAP programs this fiscal year:

Clay County, City of De Soto, City of Gladstone, Douglas County, Webster County, Jefferson County, City of Independence, Ray County, Texas County, Harrison County, Pettis County, Daviess County, Osage County, Johnson County, Gentry County, City of Cape Girardeau, City of Maplewood, City of Rock Hill, City of St. Charles, City of St. Ann, City of Raymore, Benton County, Lawrence County, Caldwell County, Greene County, Cedar County, St. Clair County, City of Ballwin

FUNDING:

402 : \$124,000.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

Traffic Records

PROJECT NUMBER:

08-K9-04-09

PROGRAM AREA:

Data Program Incentive

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

DWI, Traffic and other Highway Safety Offende

AGENCY NAME:

MO Office of State Courts Administrator

AGENCY CONTACT:

Mr. Greg Linhares

PROJECT DESCRIPTION:

In order to implement continual monitoring of 45 circuits (consisting of over 160 reporting courts) and municipal courts on a monthly basis, OSCA required two contractors between the grant period of March to September 2008 since all existing staff were occupied implementing the JIS case management system in Greene County and municipal courts. These contracted temporary staff monitored the circuit court percentages of cases reported to Department of Revenue within the seven day reporting time frame.

PROBLEM IDENTIFICATION:

As part of the case management system there are two reporting elements Electronic Traffic Reporting and Criminal History Reporting. Electronic Traffic Reporting runs nightly for all circuits utilizing the case management system; and the information is electronically sent to the Department of Revenue. Criminal History Reporting runs weekly for all circuits using the case management system; and the information is electronically sent to the Highway Patrol. Department of Revenue and Missouri Highway Patrol edits have been included in the electronic transfer; which then provides the courts an error list that must be corrected before the record can be transferred.

The Electronic Traffic Reporting (ETR) Team completed a major upgrade of the Electronic Traffic Reporting (ETR) system in December 2007. Version 1.2.1 of the ETR application was deployed statewide on December 19th fixing many problems that caused errors on the courts' problem logs. The number of problem log errors statewide dropped overnight from 58,261 to 22,156, a reduction of 62 percent. Fixing the problems that were preventing timely reporting allows traffic convictions to reach the Department of Revenue and the Highway Patrol more quickly. Commercial Driver's License (CDL) requirements are met more effectively, helping keep dangerous drivers off the road. The temporary contractors funded in this request will help address the cleanup of the remaining 22,156 log errors.

GOALS AND OBJECTIVES:

Improve the Timeliness of Reporting Records of Conviction

RESULTS:

This project provided funding for contracted temporary staff to monitor the circuit court

percentages of cases reported to Department of Revenue within the seven day reporting time frame. Implementation of the Judicial Information System (JIS) has been completed and implementation of the JIS system in municipal courts has begun. The federal mandate requires traffic dispositions to reach the Department of Revenue within 10 days. This project (continuing in FY09) monitors the state courts system and observed that in the Missouri courts the turnaround time has already been reduced by some 60%, as a result of the automated process established between the State Highway Patrol, Department of Revenue and OSCA.

FUNDING:

408 : \$33,443.72

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

LETS Software

PROJECT NUMBER:

08-K9-04-02

PROGRAM AREA:

Data Program Incentive

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Statewide

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

The Highway Safety Division provided customer support by maintaining a help desk at REJIS. This enabled users to contact REJIS and/or the Highway Safety Division with any questions or problems they may have been experiencing. REJIS continued development of the electronic transfer process.

PROBLEM IDENTIFICATION:

Accurate data must be collected in order for a state, county, city, or political subdivision to be able to identify and address traffic / transportation safety problems. Missouri has the statewide data in FARS and STARS within the Missouri State Highway Patrol's database. However, many communities have a demonstrated need for a traffic data management system by which they can quickly assess trends that may ultimately show where enforcement, education, and/or engineering can be used to make a difference in traffic safety. Accurate local data is critical to the State of Missouri in two ways. First, when a local community can supply strong data to support requests for aid, it is much easier for assistance programs, such as Highway Safety funding, to be committed to develop and implement countermeasure programs. Secondly, the state uses local data in compiling statewide information about crashes, tickets, and citations. The accurate and timely transfer of enforcement data to the state system allows for state actions to more closely keep pace with needs, such as engineering and state based enforcement efforts.

GOALS AND OBJECTIVES:

To enable the electronic transfer of crash data into the STARS system.

RESULTS:

The process of electronically transferring crash records into the STARS system has been developed and is being pilot tested with several agencies. The testing will end on December 31, 2008 with electronic transfer being available to all users on January 1, 2009.

FUNDING:

408 : \$35,000.00

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MISSOURI

Annual Report 2008

PROJECT TITLE:

TRACE Reports/Quality Control

PROJECT NUMBER:

08-K9-04-07

PROGRAM AREA:

Data Program Incentive

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

N/A

AGENCY NAME:

MO State Highway Patrol

AGENCY CONTACT:

Colonel James Keathley

PROJECT DESCRIPTION:**Project 1:**

To web-enable the existing TRACE reports in order for the Traffic Division to generate them for users. Depending on the size of the report, the Traffic Division will attempt to email it to the requesting party. If this endeavor is successful, consideration will be given to allow approved local law enforcement agencies to use the web-enabled application as well.

Project 2:

To develop a formal analytical quality control process that can be utilized by the MSHP Traffic Records Division (TRD) to monitor accuracy and completeness of data submitted to the Statewide Traffic Accident Records System (STARS) by law enforcement agencies. This data integrity analytical process will provide a scheduled electronic set of reports that identify compliance status of crash data contributors, accuracy of data submitted / entered into STARS, and timeliness of data submitted / entered into STARS. Reports to be considered, but not limited to, for inclusion in the process are: comparisons of current crash reporting by to same time in previous years; accounting of data edit failures during TRD record entry; percent of errors in crash data; and comparison of delay between accident date and TRD entry to statewide average. For each report, the submitting agency will be identified to allow correction of data. This process will enhance the accuracy and timeliness of data available for the TRACE reports.

Project 3

Implement software to retrieve GPS coordinates from Sierra Wireless MP775 wireless modem and write to local accident report databases on MSHP mobile computing devices so that they can be used to auto-populate the GPS coordinates on electronic accident reports.

PROBLEM IDENTIFICATION:

The Statewide Traffic Accident Records System (STARS) serves as the repository for statewide

motor vehicle traffic crash data. Crash data reaches the STARS by personnel from the MSHP, Traffic Division, encoding it from local agencies' accident reports, or electronically from the field for crashes investigated by the MSHP. As of this time, the MSHP Traffic Records Division lacks a formal analytical quality control process to monitor accuracy and completeness of data submitted by the local law enforcement agencies. Crash data also needs to be GPS compatible in order to properly "land" the crash location on a state maintained map.

In an effort to support various traffic safety functions, summaries of traffic crash activities are produced from the STARS and distributed to STARS-contributing agencies either monthly, semi-annually, or annually, depending on their jurisdictional population. Various ad hoc statistical reports are also produced for a myriad of local, state, and federal governmental agencies and private entities. One such report is the TRACE -- Traffic Report of Accidents for Countermeasure Establishment. TRACE reports provide a listing of crashes by location for specified date parameters as well as other related information pertaining to person, accident, driver, and vehicle levels. Currently, these printed reports are produced by the Highway Patrol's Statistical Analysis Center and can contain numerous volumes. On average, it takes approximately 10 days for a TRACE report to reach the requesting party.

GOALS AND OBJECTIVES:

To make crash data available to law enforcement agencies through the internet thereby allowing those agencies to utilize the data for prevention measures.

RESULTS:

The MSHP has contracted with computer consultants to web enable existing and newly developed motor vehicle crash statistical reports as well as Police Traffic Service (PTS) reports. (Application has been developed and tested and should be implemented in a few months.). The MSHP is now developing a data warehouse that will assist the TRACE reports in terms of speed and download capabilities. Work on the Quality Control project is ongoing.

FUNDING:

408 : \$115,570.00

HS CONTACT:

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MISSOURI

Annual Report 2008

PROJECT TITLE:

LETS Software Training

PROJECT NUMBER:

08-K9-04-05

PROGRAM AREA:

Data Program Incentive

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Law Enforcement Agencies

AGENCY NAME:

Missouri Safety Center

AGENCY CONTACT:

Mr. Terry Butler

PROJECT DESCRIPTION:

The Missouri Safety Center established a training calendar for conducting the L.E.T.S. training. This training was marketed by the Missouri Safety Center, LETSAC, and the Highway Safety Division of MoDOT. Each training session was taught by a trained consultant providing the set-up and use of the software program to representatives from local and county governmental groups. P.O.S.T. credit was made available for all law enforcement officers attending this training.

PROBLEM IDENTIFICATION:

Local law enforcement agencies have a vital need for access to crash/injury data in the areas of traffic enforcement in order to effectively plan countermeasures for their communities.

One method of maintaining local data is the Law Enforcement Traffic Systems (L.E.T.S) computer software. It allows the local user to collect and maintain working data as well as transmit required data to a centralized data system. The L.E.T.S. program can generate data essential to high crash locations, manpower allocation, and grant development. It may also provide local engineers with additional data that can be instrumental in affecting traffic crash countermeasures.

By providing a method for local governmental agencies (law enforcement, city or county management and city or county engineering) to access and extract data that provides them with crucial traffic enforcement data, local people can work to solve local problems from an informed position.

Local law enforcement agencies also have a critical need to collect and analyze data resulting from efforts associated with specific grant funded enforcement programs. This data provides an evaluation of the efforts in terms of crashes, citations, and manpower used to achieve the goals.

GOALS AND OBJECTIVES:

To conduct 10 training sessions during the grant period to provide training as needed.

RESULTS:

Two training sessions were conducted during the project year. Six agencies were trained in March while four agencies received the training in September.

FUNDING:

408 : \$7,560.00

HS CONTACT:

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PUBLIC INFORMATION & EDUCATION

This program area addresses the broad spectrum of educating the public about traffic-safety related issues. Although included within the Statewide Problem Analysis information, public information & education components were built into each program area where possible.

Educational pieces and incentives were developed and distributed throughout Missouri by way of conferences, safety fairs, employer programs, schools, churches, health care agencies, law enforcement personnel, state/local government agencies, civic organizations, sporting events, plus the Safe Community and Think First programs. Materials are updated and reprinted as laws change or more current information becomes available. Some materials are redesigned to provide a more appealing look, or to be reproduced in a more cost-effective manner.

Missouri participated in two national campaigns including *"Click It Or Ticket and You Drink & Drive. You Lose."* Missouri also conducted a statewide campaign during "Operation Safe Teen" in March and Work Zone Awareness Week in April of 2008. All of these campaigns included any combination of paid and earned media, printed materials, and press releases.

MoDOT's Highway Safety Division worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. When possible, law enforcement mobilizations complemented public awareness efforts. This combination of awareness/education coupled with enforcement proved to have a much stronger deterrent effect and allowed law enforcement to employ a proactive, rather than reactive, approach.

The Highway Safety Division was able to use paid advertising to expand efforts in the public information arena. Specific results are provided as attachments to some of the PI&E annual reports as appropriate.

Benchmarks

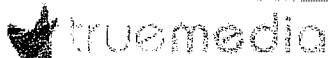
Established	Result
Increase awareness and positively impact target audiences concerning impaired driving, aggressive driving, speeding, fatigued or distracted driving, sharing the road with other vehicles, and obeying traffic laws.	The Highway Safety Division participated in the national impaired driving campaign. We contracted with True Media to assist with the media buy, which was focused on areas with the highest percentage of alcohol-related fatalities and higher population. The University of Central Missouri copied and distributed press releases to participating law enforcement agencies. Highway Safety staff as well as local and state law enforcement agencies conducted numerous media interviews.
Increase awareness regarding the importance of correctly using safety devices including safety belts, child safety seats, booster seats, motorcycle helmets and protective gear, and bicycle helmets.	Press releases were sent out statewide, by e-mail and inside a media kit to each news station in the state. The media kit included a magnet with the "You Drink and Drive. You Lose." logo on as well as the Arrive Alive message and saveMOLives.com URL.
Increase awareness regarding driving safely through construction work zones.	Work zone awareness week for 2008 was April 7-11, along with the traditional kickoff of the highway construction season. A statewide press release was sent asking motorists not to barrel through work zones as the construction season was getting underway. MoDOT worked with TrueMedia and Learfield Communications to purchase advertising for the work zone campaign. Creative work for the campaign included billboards, posters, fliers, payroll stuffers, Internet ads and radio spots.

Strategies

Identified	Implemented
Serve as the point of contact for the media and the general public to field questions, conduct interviews, and provide information	Highway Safety staff, Missouri Coalition for Roadway Safety contacts as well as local and state law enforcement agencies are all equipped to field questions from the general public. Many of them conducted media interviews.
Encourage the media to participate in campaigns by publicizing our messages	MoDOT distributed a press release to media outlets statewide and provided information on the saveMOLives.com web site. Traffic safety issues are discussed at every district office through each local district Blueprint Coalition, depending on the safety issues/concerns in those respective areas.
Publicize the services and resources of the Highway Safety Division to the general public through the MoDOT and the saveMOLives	Services and resources are advertised on MoDOT's website. The Division printed over 511,218 brochures or educational pieces for distribution to the public through school programs, law enforcement

website, in workshops, at conferences and exhibits, and through our materials	officers, hospitals, safety fairs, etc.
Update public information materials and web sites to keep information current, easily accessible, and appealing	Materials are updated as needed. The web site is consistently updated and made accessible and appealing to the general public.
Develop and promote materials/campaigns to reach targeted audiences (e.g., high risk drivers, vulnerable roadway users, drinking drivers)	MoDOT developed or participated in several traffic safety campaigns in the 2008 grant year, including " <i>Child Passenger Safety Week, Click it or Ticket, You Drink & Drive. You Lose.</i> " In addition, the funds were used to pay for creative advertising and campaigns to reach Missourians with the messages regarding safety driving – occupant protection, impaired driving, work zone safety, etc.
Actively participate in the Missouri Coalition for Roadway Safety (MCRS) public information subcommittee in order to increase coordination, communication and cooperation among safety advocates through the state	MoDOT's Highway Safety Division actively participates in the Missouri Coalition for Roadway Safety public information subcommittee. The Division reaches each region with campaign updates, incentive items, posters, website information, and advanced media information, for example, press releases and local media purchases for their region.
Promote the Arrive Alive theme developed by the MCRS and incorporate the logo in all materials	The Arrive Alive theme was developed and promoted and continues to be incorporated in all materials/advertisements/publications.
Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources	Each Highway Safety Division staff member is part of the Coalition for Roadway Safety that continues to strategize and implement Missouri's Comprehensive Highway Safety Plan and Missouri's Blueprint for Safer Roadways. Included in each Coalition are members of the communities including hospitals and related agencies, law enforcement, and insurance companies to name a few.
Work with the Motor Carrier Safety Assistance Program to promote joint safety awareness campaigns	Public information and awareness activities have been conducted in the past year encouraging drivers to share the road with commercial vehicles throughout Blueprint regions in the state.
Update public information materials and website to keep information current and easily accessible	Educational materials such as brochures were updated, or developed and placed on the saveMOLives.com website for easy accessibility. It will continue to be updated throughout the year.
Develop and disseminate promotional/educational materials and press releases	In addition to printed materials mentioned above, Highway Safety sends out press releases regarding traffic safety initiatives when appropriate.
Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives	Several press conferences, media interviews and campaign kickoffs were scheduled during each of the campaigns in which Missouri participated.
Give presentations and provide training to community groups, schools, etc. as requested	Program staff made approximately 93 presentations regarding all safety issues including belt usage for older drivers, teens, etc. Trainings for child passenger safety are provided through the Highway Safety Division at a minimum of four times per year.
Serve on committees/boards in order to broaden opportunities to promote traffic safety issues	All Highway Safety staff members serve on various committees such as Injury Prevention and Advisory Council, School Bus Transportation, Partners in Prevention, MCRS Legislative Subcommittee, Impaired Driving Subcommittee, Motorcycle Safety Committee, Statewide Traffic Records Committee, Operation Lifesaver Council, and the Head Injury Advisory Council.
Promote law enforcement mobilization efforts: <i>Click It or Ticket</i> safety belt campaign and <i>You Drink & Drive. You Lose</i> alcohol campaign; <i>Operation Safe Teen</i> youth campaign (the enforcement portion of the <i>Never Made It</i> teen campaign)	During the <i>Click it or Ticket</i> campaign, law enforcement officers worked 11,801 hours of overtime and made 202 DWI arrests and 101 felony arrests. Officers also wrote 7,845 speeding tickets. During the <i>You Drink & Drive. You Lose</i> campaign, law enforcement officers worked 8,294 hours of overtime and made 894 arrests for drunk driving and 236 felony arrests. Officers also wrote 4,504 speeding tickets as well as 892 for suspended/revoked drivers licenses.
Purchase paid advertising to support traffic safety campaigns (e.g., occupant protection and impaired driving)	The Highway Safety Division contracted with True Media to assist with the media buy for the campaigns. In addition, HSD contracted with Learfield Communications for the <i>Click It Or Ticket</i> and Work Zone campaigns.
Support and promote MoDOT's <i>The Difference is</i>	MoDOT continued with its award-winning, " <i>The Difference is YOU.</i> "

<i>You. DRIVE SMART</i> construction work zone public awareness campaign	<i>Drive Smart.</i> Campaign in 2008.
Promote <i>Saved By the Belt</i> and <i>Battle of the Belt</i> programs	Information for the <i>Saved by the Belt</i> and <i>Battle of the Belt</i> programs is available on the saveMOlives.com website. Highway Safety will continue to build a database of survivors for the <i>Saved by the Belt</i> campaign. Activities for <i>Battle of the Belt</i> high school safety belt challenge includes competition among schools for the highest belt usage as well as the creation of a public service announcement encouraging other teens to buckle up.
Promote the <i>Seat Belt Convincer</i> , Rollover Simulator, and <i>SIDNE</i> educational programs to assure the units are used to reach as many people as possible	The MSHP gave convincer demonstrations and seat belt programs in throughout the 2008 grant year. The Highway Safety Division continues to work with the MSHP to assure the units are used to reach as many as possible.
Participate in the State Fair to educate the public on traffic safety issues and provide detailed information about child safety seats, older driver issues, and any modifications to traffic safety laws	Approximately 100,000 people visited the MoDOT building/exhibit during the Missouri State Fair and were educated on the Older Driver program and other traffic safety issues including other traffic safety laws (this is about 70% of the total State Fair attendance).



Overall Delivery Reports

Publisher Name	Served Impressions	Total Clicks	CTR	Interactions
MySpace	9221944	22462	0.24%	26212
Projectplaylist.com	1373275	3590	0.26%	4034
Steel Media US	4107312	3912	0.10%	4399
ValueClick	15365605	43822	0.29%	53241
Totals	30068136	73786	0.25%	87886

Unique and Frequency Report

Publisher Name	Unique impressions	Average Frequency	Unique Clicks	Unique CTR
MySpace	2849767	3.2	19889	0.70%
Projectplaylist.com	231747	5.9	2896	1.25%
Steel Media US	1025254	4.0	3375	0.33%
ValueClick	4502508	3.4	36965	0.82%
Totals	8609276	3.5	63125	0.73%

- 1) The 73,786 clicks represent users who actually visited the savemolives.com web site
- 2) The 87,886 interactions represent users who interacted with ad banner and saw the concluding tagline to Buckle Up - Arrive Alive but did not click through to the savemolives.com website
- 3) 84% of interacting users visited the savemolives.com website
- 4) 8,609,276 of the served impressions were viewed by unique users resulting in a 3.5 avg frequency per user over the course of the campaign
- 5) Unique users had a .73% CTR to the savemolives.com website showing increased exposure to the banners resulted in user action.
- 6) 86% of users who clicked through to visit the savemolives.com site were unique visitors.

Definitions

Unique Impressions Total number of unique users that were exposed to the ad.

Average Frequency The average number of times a user was exposed to the ad.

CTR % of users who saw ad who clicked ad and visited website.

Unique Clicks The number of unique users who clicked on the ad.

3rd party reporting by eyeblaster

MISSOURI

Annual Report 2008

PROJECT TITLE:

Impaired Driving

PROJECT NUMBER:

08-K8PM-03-03

PROGRAM AREA:

Alcohol

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Impaired Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

This grant would pay for media alerting the public to the enforcement efforts cracking down on impaired drivers in August for the You Drink & Drive, You Lose campaign, as well as quarterly enforcement efforts taking place throughout the state. Examples of items the money would be used for would include television ads, radio advertisements and online advertising.

We would also like to focus some advertising dollars during the holiday season, particularly mid-December, when impaired driving is more prevalent.

PROBLEM IDENTIFICATION:

Impaired driving continues to be a problem among motorists, many of whom don't realize how little of a substance it actually takes to affect driving skills and put themselves and all around them at risk. In 2006, 273 people in Missouri were killed in alcohol-related crashes.

GOALS AND OBJECTIVES:

To decrease the amount of impaired drivers on Missouri roads. To increase awareness of the dangers of impaired driving and the penalties.

RESULTS:

Public Information and Education Campaign:

The Missouri Department of Transportation's Highway Safety Division participated in the national impaired driving campaign. The Highway Safety Division contracted with TrueMedia to assist with the media buy for the campaign. Please see the attached documentation for more information on the media buy for each campaign. The buy was focused on areas with the highest percentage of alcohol-related fatalities and higher population, and included newly-created television spots using a play on words, beginning with scenes of a beer mug and shot glass and ending with an impaired driver's police station mug shot.

A press release was sent out statewide, by e-mail and inside a media kit to each news station in the state. The media kit included a magnet with the You Drink and Drive. You Lose logo as well as the Arrive Alive message and saveMOlives.com URL.

The central regional coalition held a press conference in Columbia, Mo., on August 7 at the Columbia Police Department in the booking room. Media were given the opportunity to view and

photographs the booking area and holding cells, portraying the consequences of driving while impaired. In addition, the Missouri State Highway Patrol brought a BAT van for the media to view outside of the police station.

The northwest regional coalition also set up media interviews for their region with a local highway patrol officer, spreading the enforcement message of the campaign.

In addition to the media purchase for the August enforcement period, Missouri coordinates quarterly enforcement periods that run specifically on weekends when drivers are known to be more likely to drive impaired, such as during December holidays, St. Patrick's Day, Cinco de Mayo and Independence Day. The Missouri Coalition for Roadway Safety created radio advertisements with an enforcement message specific to these holidays, with the exception of Cinco de Mayo. Generic spots were also created for use year-round. One week of radio advertising ran prior to each quarterly enforcement period.

Media Coverage:

The information distributed to the law enforcement agencies that received grants included two sample press releases: a pre and post enforcement wave release. The local and state agencies involved received many free services as a result of the press releases. Central Missouri State University copied and distributed the press releases to participating law enforcement agencies. Individual law enforcement agencies disseminated the releases locally at their own expense. In addition, MoDOT distributed a press release to media outlets statewide. Highway Safety staff as well as local and state law enforcement agencies conducted numerous media interviews.

Law Enforcement Efforts:

During the campaign, state, county and local law enforcement officers from 134 agencies logged over 8,294 hours and made 19,747 traffic stops. These stops netted 894 DWI arrests, 4,504 speeding violations, 1,064 seat belt tickets, 99 child passenger safety citations, 236 felony arrests, 192 drug arrests, 691 fugitives apprehended, and 892 arrests were made for suspended/revoked driver licenses. Officers issued a total of 14,782 citations during the eighteen-day campaign.

FUNDING:

410 : \$250,000.00

HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161



mugshot.

**ARRIVE
ALIVE**

You Drink & Drive.
YOU LOSE

Alcohol Related Fatalities

Top Counties with 60% of Fatalities

2005 to 2007

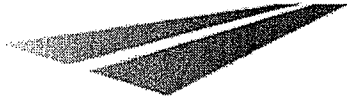


Legend

- Top 60% of State's Population
- Top 60% by Alcohol Fatalities

Note: The counties with the Top 60% of the State's population are also counties in the Top 60% by Alcohol Fatalities

Missouri Coalition for Roadway Safety



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOlives.com

Aug. 7, 2008

For immediate release

For more information contact Captain Tim Hull at 573-526-6115 or tim.hull@mshp.dps.mo.gov, or Laura Holloway at 573-751-5414 or Laura.Holloway@modot.mo.gov.

Missouri Cracks Down on Impaired Drivers

You Drink & Drive. You Lose.

JEFFERSON CITY – On August 8, 2008, a lineup of .08 presents the opportunity to send a strong message to impaired drivers: **You Drink & Drive. You Lose.**

The statewide campaign aimed at stopping motorists from driving under the influence of alcohol or drugs is sponsored by the Missouri Coalition for Roadway Safety and kicks off Aug. 8. Advertising and enforcement begins the following week and continues through Labor Day.

"It is important that we inform Missourians about the dangers of alcohol abuse and drunk driving," Gov. Matt Blunt said. "In Missouri if someone chooses to get behind the wheel while intoxicated, they are not only putting others at risk, they are choosing to face very serious consequences that could impact their driving privileges."

Television ads reinforce the consequences of impaired driving by using a play on words, beginning with scenes of a beer mug and shot glass and ending with an impaired driver's police station mug shot.

"DWI enforcement is a priority with the Missouri State Highway Patrol 365 days a year," said Colonel James F. Keathley, superintendent of the Missouri State Highway Patrol. "If you are stopped and found to be intoxicated, you will be arrested."

Blunt added he has been instrumental in cracking down on impaired driving.

-more-



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOlives.com

“As governor I have signed into law tough new penalties for drinking and driving including ignition interlocks for repeat drunk driving offenders.”

Is it worth it?

Consider these statistics:

- During 2007 in Missouri 243 people died in more than 7,700 alcohol-related crashes.
- Last year in Missouri someone was killed or injured every 1.7 hours in an alcohol-related crash.

Alcohol-related traffic crashes over the last five years:

Year	Killed	Injured	Total Number of Alcohol- related Crashes
2003	277	5,454	8,081
2004	252	5,450	8,301
2005	274	5,216	7,888
2006	270	5,157	7,947
2007	243	4,889	7,780

For more information visit www.saveMOlives.com.

###

NEWS RELEASE

For Release: (August 2008)

For More Information Contact: (Department Contact and Phone Number)

You Drink & Drive. You Lose.

(Name of Agency) Cracking Down on Impaired Drivers

(Name of City or County, State) – You Drink & Drive. You Lose.

The (Name of Agency) will be cracking down on impaired drivers Aug. 15 – Sept. 1 during the ***You Drink & Drive. You Lose.*** statewide campaign. Law enforcement efforts will be increased in an endeavor to reduce the deaths and serious injuries caused by impaired drivers. Those caught drinking and driving could lose their license, money and freedom.

“Driving while intoxicated is one of the most common violent crimes, randomly killing or injuring someone in Missouri every one and one-half hours,” stated (Name of Chief or Sheriff). “These tragedies are preventable when drivers make a simple, smart choice not to drink and drive.”

Is it worth it? Consider some of the consequences if you choose to drive while intoxicated:

- If you cause a fatal crash while intoxicated, you can be charged with Involuntary Manslaughter, a felony resulting in up to seven years of jail time, a \$5,000 fine or both.
- Your license can be suspended for 90 days on your first conviction. You could be fined up to \$500 and spend up to six months in jail.
- A second conviction results in a yearlong revocation of your license. You could be fined up to \$1,000 and spend up to one year in jail.
- Minors may additionally be subject to a Minor in Possession citation, resulting in license suspension for 90 days for a first offense. This is *in addition* to any suspension resulting from “point” assessment on an alcohol conviction.
- Insurance coverage will be difficult to find and your rates will be significantly higher.

NEWS RELEASE

For Release: (Date)

For More Information Contact: (Department Contact and Phone Number)

The (Name of Agency) Cracks Down on Impaired Drivers *You Drink & Drive. You Lose.*

(Name of City or County, State) – The **(Name of Agency)** recently focused extra enforcement efforts on impaired driving laws on (Date.)

During the effort, law enforcement officers issued a total of **(number)** citations that includes **(number)** speeding tickets, **(number)** driving while intoxicated, **(number)** safety belt and **(number)** child restraint violations.

“Driving while under the influence of drugs or alcohol is never worth the risk of a tragedy. We’re working to keep our roads safer,” said **(Insert name of Chief or Sheriff)**.

Driving while intoxicated remains one of the top causes of fatal car crashes in Missouri. In 2007, 243 people in Missouri were killed in more than 7,700 alcohol-related crashes. Enforcement efforts like this one help to take impaired drivers off the road and make travel in Missouri safer.

###

MISSOURI DEPARTMENT OF TRANSPORTATION
YOU DRINK & DRIVE, YOU LOSE
2008 CABLE TELEVISION & RADIO POST SUMMARY
8/11/08-8/31/08

<u>Market</u> <u>CABLE</u>	<u>System</u>	<u># Paid</u> <u>Spots</u>	<u># PSA</u> <u>Spots</u>	<u># Total</u> <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>M21-34</u> <u>Final</u> <u>Est. GRPS</u>	<u>M21-34</u> <u>TOTAL</u> <u>GRPS</u>	<u>Index</u> <u>Total vs. Est.</u>
Columbia	Onmedia	161	36	197	\$ 4,176.00	\$ 3,549.60	\$ 3,869.06	276.6	251.9	91%
	Total	200	34	234	\$ 4,773.00	\$ 4,057.05	\$ 4,422.18			
Cape Girardeau	Charter 8212	159	35	194	\$ 6,130.00	\$ 5,210.50	\$ 5,679.45	113.0	108.8	96%
	City Cable 8180	165	35	200	\$ 2,940.00	\$ 2,499.00	\$ 2,723.91	283.5	141.9	50%
	AdWorks 5829	165	36	201	\$ 825.00	\$ 701.25	\$ 764.36	122.1	197.7	162%
	AdPro 0456	155	36	191	\$ 775.00	\$ 658.75	\$ 718.04	88.0	155.5	177%
	PrimeMedia 8981	165	36	201	\$ 1,989.00	\$ 1,690.65	\$ 1,842.81	111.9	221.0	197%
	Comcast8970	163	0	163	\$ 515.00	\$ 437.75	\$ 477.15	79.9	188.6	236%
	Total	972	178	1,150	\$ 12,339.00	\$ 10,488.15	\$ 11,432.08			
Joplin	CableOne 2966	164	36	200	\$ 1,104.00	\$ 938.40	\$ 1,022.86	299.1	115.5	39%
	CableOne 3007	163	36	199	\$ 1,245.00	\$ 1,058.25	\$ 1,153.49	208.6	111.9	54%
	CableNet 5966	162	30	192	\$ 810.00	\$ 688.50	\$ 750.47	110.1	274.8	250%
	CableNet 6347	165	33	198	\$ 840.00	\$ 714.00	\$ 778.26	118.5	308.7	261%
	CableOne6952	165	36	201	\$ 840.00	\$ 714.00	\$ 778.26	210.0	115.9	55%
	Total	819	171	990	\$ 4,839.00	\$ 4,113.15	\$ 4,483.33			
Kansas City	Charter 1433	165	30	195	\$ 1,440.00	\$ 1,224.00	\$ 1,334.16	142.4	185.1	130%
	TW Comcast 5963	164	30	194	\$ 6,985.00	\$ 5,937.25	\$ 6,471.60	214.0	215.7	101%
	Charter 1432	165	30	195	\$ 1,509.00	\$ 1,282.65	\$ 1,398.09	137.7	187.4	136%
	Time Warner 5961	165	35	200	\$ 8,445.00	\$ 7,178.25	\$ 7,824.29	213.0	220.9	104%
	OnMedia 7875	164	36	200	\$ 2,911.00	\$ 2,474.35	\$ 2,697.04	168.5	151.5	90%
	Time Warner 6179	165	36	201	\$ 11,760.00	\$ 9,996.00	\$ 10,895.64	220.5	224.8	102%
	Total	988	197	1,185	\$ 33,050.00	\$ 28,092.50	\$ 30,620.83			
Springfield	Charter 2760	162	36	198	\$ 1,926.00	\$ 1,637.10	\$ 1,784.44	182.1	175.2	96%
	CableOne 3010	165	36	201	\$ 990.00	\$ 841.50	\$ 917.24	105.0	155.5	148%
	CableNet 6574	165	36	201	\$ 825.00	\$ 701.25	\$ 764.36	112.5	143.9	128%
	OnMedia 7798	165	36	201	\$ 7,239.00	\$ 6,153.15	\$ 6,706.93	106.5	168.7	158%
	Total	657	144	801	\$ 10,980.00	\$ 9,333.00	\$ 10,172.97			
St. Joseph	Cablevision 528	165	177	342	\$ 1,710.00	\$ 1,453.50	\$ 1,584.32	111.0	145.1	131%
	Total	165	177	342	\$ 1,710.00	\$ 1,453.50	\$ 1,584.32			
St. Louis	Fidelity 6963	167	57	224	\$ 1,965.00	\$ 1,670.25	\$ 1,820.57	177.6	180.5	102%
	Charter 2758	160	34	194	\$ 1,875.00	\$ 1,593.75	\$ 1,737.19	154.1	71.1	46%
	Charter 8089	165	36	201	\$ 15,450.00	\$ 13,132.50	\$ 14,314.43	129.0	170.2	132%
	Total	492	127	619	\$ 19,290.00	\$ 16,396.50	\$ 17,872.19			
	GRAND TOTAL	4,293	1,028	5,321	\$ 86,981.00	\$ 73,933.85	\$ 80,587.90			

MISSOURI DEPARTMENT of TRANSPORTATION
 YOU DRINK & DRIVE, YOU LOSE
 2008 CABLE TELEVISION & RADIO POST SUMMARY
 8/11/08-8/31/08

<u>Market</u>	<u>System</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>M21-34 Final Est. GRPS</u>	<u>M21-34 TOTAL GRPS</u>	<u>Index Total vs. Est.</u>
Columbia/ Jefferson City	KCMQ, KBBM, KOQL	135	0	135	\$ 3,177.00	\$ 2,700.45	\$ 2,943.49	300.9	180.9	60%
Cape Girardeau	KEZS, KGMO	90	39	129	\$ 3,717.00	\$ 3,159.45	\$ 3,443.80	No ratings available		
Joplin	KJML, KMXL	123	18	141	\$ 3,381.60	\$ 2,874.36	\$ 3,133.05	301.8	260.9	86%
Kansas City	KPRS, KQRC	129	15	144	\$ 11,595.00	\$ 9,855.75	\$ 10,742.77	301.8	274.1	91%
Springfield	KQRA, KTOZ	147	0	147	\$ 5,640.00	\$ 4,794.00	\$ 5,225.46	304.8	182.9	60%
St. Joseph	KSJQ	60	12	72	\$ 2,160.00	\$ 1,836.00	\$ 2,001.24	No ratings available		
St. Louis	KPNT, KSLZ	177	24	201	\$ 22,260.00	\$ 18,921.00	\$ 20,623.89	300.3	347.1	116%
GRAND TOTAL		861	108	969	\$ 51,930.60	\$ 44,141.01	\$ 48,113.70			
COMBINED GRAND TOTAL		5,154	1,136	6,290	\$ 138,911.60	\$ 118,074.86	\$ 128,701.60			

MISSOURI DEPARTMENT of TRANSPORTATION
 QUARTERLY IMPAIRED CHECKPOINTS
 DECEMBER 2007 & MARCH 2008 RADIO POST SUMMARY
 12/10/07-12/16/07 & 3/10/08-3/16/08

<u>Market</u>	<u>Station</u>	<u># Paid</u> :30 SECOND <u>Spots</u>	<u># PSA</u> :30 SECOND <u>Spots</u>	<u># Total</u> :30 SECOND <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>M21-34</u> <u>Final</u> <u>Est. GRPS</u>	<u>M21-34</u> <u>TOTAL</u> <u>GRPS</u>	<u>Index</u> <u>Total vs. Est.</u>
Columbia/ Jefferson City	KBBM, KTXV, KCMQ KTGR	117	46	163	\$ 2,053.00	\$ 1,745.05	\$ 1,902.10	209.9	271.9	130%
Joplin	KJML, KSYN, KXDG	110	34	144	\$ 3,318.00	\$ 2,820.30	\$ 3,074.13	344.0	306.8	89%
Kansas City	KPRS, KQRC, KRBZ	172	45	217	\$ 12,970.00	\$ 11,024.50	\$ 12,016.71	312.2	297.5	95%
Springfield	KQRA, KSPW, KUNQ KXUS	140	22	162	\$ 4,480.88	\$ 3,808.75	\$ 4,151.53	342.4	283.2	83%
St. Joseph	KSJQ, KKJO	32	17	49	\$ 1,128.00	\$ 958.80	\$ 1,045.09	No ratings available		
St. Louis	KATZ, KPNT, KSHE, KSLZ	209	21	230	\$ 26,100.00	\$ 22,185.00	\$ 24,181.65	334.7	309.3	92%
Cape Girardeau	KKLR, KGMO	54	4	58	\$ 2,650.00	\$ 2,252.50	\$ 2,455.23	No ratings available		
RADIO TOTAL		834	189	1023	\$ 52,699.88	\$ 44,794.90	\$ 48,826.44			

Other Elements/Comments

Billboard sponsorships

Billboard sponsorships

Billboard sponsorships

Billboard sponsorships

Billboard sponsorships

MISSOURI DEPARTMENT of TRANSPORTATION
 QUARTERLY IMPAIRED CHECKPOINTS
 2008 RADIO POST SUMMARY
 4/28/08-5/4/08 & 6/30/08-7/6/08

<u>Market</u>	<u>Station</u>	<u># Paid</u> :30 SECOND <u>Spots</u>	<u># PSA</u> :30 SECOND <u>Spots</u>	<u># Total</u> :30 SECOND <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>M21-34</u> <u>Final</u> <u>Est. GRPS</u>	<u>M21-34</u> <u>TOTAL</u> <u>GRPS</u>	<u>Index</u> <u>Total vs. Est.</u>
Columbia/ Jefferson City	KBBM, KTXV, KCMQ KTGR	186	84	270	\$ 3,194.00	\$ 2,714.90	\$ 2,959.24	360.0	392.3	109%
Joplin	KJML, KSYN, KXDG	110	34	144	\$ 3,318.00	\$ 2,820.30	\$ 3,074.13	344.0	391.5	114%
Kansas City	KPRS, KQRC, KRBZ	171	42	213	\$ 12,880.00	\$ 10,948.00	\$ 11,933.32	310.3	349.6	113%
Springfield	KQRA, KSPW, KUNQ KXUS	132	22	154	\$ 4,480.88	\$ 3,808.75	\$ 4,151.54	329.6	180.4	55%
St. Joseph	KSJQ, KKJO	30	16	46	\$ 1,080.00	\$ 918.00	\$ 1,000.62	No ratings available		
St. Louis	KATZ, KPNT, KSHE, KSLZ	186	22	208	\$ 24,780.00	\$ 21,063.00	\$ 22,958.67	315.6	327.7	104%
Cape Girardeau	KKLR, KGMO	54	4	58	\$ 2,650.00	\$ 2,252.50	\$ 2,455.23	No ratings available		
RADIO TOTAL		869	224	1093.0	\$ 52,382.88	\$ 44,525.45	\$ 48,532.74			

Other Elements/Comments

Billboard sponsorships

Billboard sponsorships

Billboard sponsorships

Billboard sponsorships

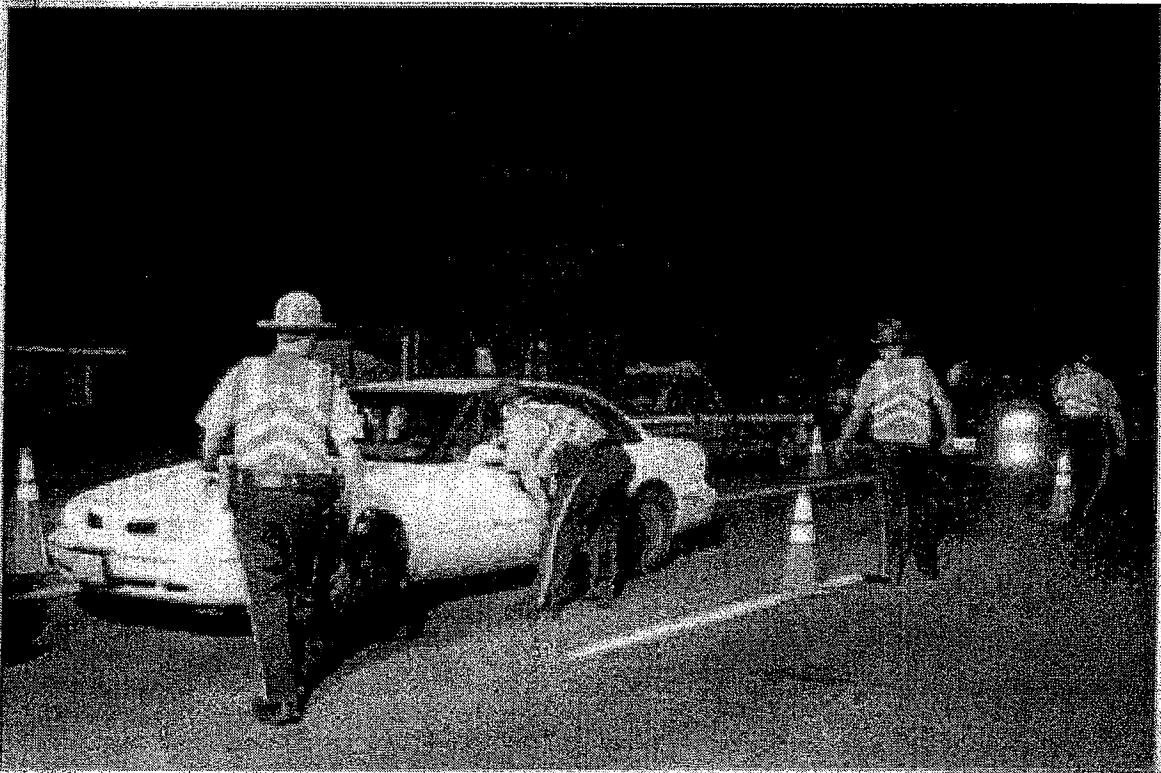
Billboard sponsorships

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SHERIFF'S OFFICE

DWIs on rise in county

Deputies to crack down on impaired drivers

Journal - News
Democrat
Journal
St. Louis, MO
Circ. 23303
From Page:
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ANDREW JANSEN PHOTO

The Jefferson County Sheriff's Office will be cracking down on drunk drivers as part of the "You Drink and Drive. You Lose" campaign.

By SARAH AUBUCHON

STAFF WRITER

The Jefferson County Sheriff's Office will be taking part in a state-wide campaign to aggressively curtail impaired drivers from Aug. 15 to Sept. 1.

The campaign, "You Drink and Drive. You Lose," will involve increased law enforcement efforts to reduce the deaths and serious injuries caused by drivers under the influence of drugs and alcohol.

"Driving while intoxicated is one of the most common violent crimes, randomly killing or injuring someone in Missouri every one and a half hours," said Sheriff Oliver "Glenn" Boyer. "These tragedies are preventable when drivers make a simple, smart choice not to drink

and drive."

According to a sheriff's report, Jefferson County deputies arrested 733 drivers for DWI in 2007, an increase of 7.7 percent from 2006.

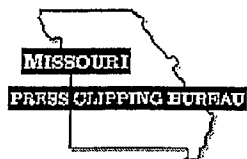
Boyer said a DWI can come with some stiff consequences, especially if it involves the injury or death of another person.

"If you cause a fatal crash while intoxicated, you can be charged with involuntary manslaughter, a felony resulting in up to seven years of jail time, a \$5,000 fine, or both," he said.

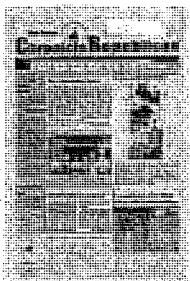
First-time offenders could lose their license for 90 days, pay a \$500 fine and/or spend up to six months in jail, Boyer said. A second conviction could net offenders a year-long license revocation, a \$1,000 fine and up to a year in jail.

Minors caught drinking and driving also could face minor in possession charges, which could net a 90-day suspension of their driver's license for the first offense in addition to any other suspension from a points assessment.

"Insurance coverage will be difficult to find and your rates will be significantly higher," Boyer said.



Crane Chronicle
Republican
Crane, MO
Circ. 2316
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9/4/2008
12351



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**Stone County Sheriff's Office Participated In The
"You Drink, You Drive, You Lose" Campaign**

On August 29, 2008 Stone County Deputies issued two citations for possession of drug paraphernalia and two citations for Minor in possession of alcohol. the Highway Safety Division of MODOT and the Missouri Safety Center.

On August 30, 2008 the Stone County Sheriff's Office conducted a D.W.I. Sobriety Checkpoint on Highway 13 north of Kimberling City. This checkpoint was funded through grants from

There were five arrests made for Driving While Intoxicated, one drug arrest, two arrests for Driving while revoked, three tickets for No Drivers License, three tickets for No Insurance, four tickets for Minor in Posses-

continued on page 4

Stone County Sheriff

continued from front page

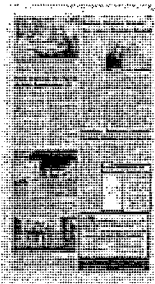
sion and five arrests for outstanding warrants.

Earlier in the day on August 30, 2008 the Stone County Sheriff's Office assisted the Missouri Department of Conservation with a river patrol on the James River. During the patrol, two people were charged with supplying alcohol to a person under 21 years of age, two people were charged with possession of alcohol under 21 years of age and one person was charged with possession of marijuana.

The Stone County Sheriff's Office has received \$16,684 in grants from the Highway Safety Division of MODOT for more enforcement of impaired driving.



Washington
Missourian
Washington, MO
Circ. 16591
From Page:
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9/10/2008
19116



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Police Participate in Safe Driving Campaign

Missouri roads are safer, thanks to law enforcement cracking down on impaired drivers and working to make sure motorists think twice about traffic safety, according to police chief Jim Brune.

Three felony arrests were made as a result of the crackdown.

"When we remove a drunk driver from the roads, we're all safer," Brune said. "Law enforcement will continue to encourage drivers to make a simple, smart choice to drive sober."

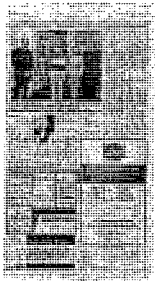
The Pacific Police Department participated in the "You Drink & Drive. You Lose." The crackdown that was conducted Aug. 15 through Sept. 1.

Funding for this effort was provided through a grant from the Missouri Department of Transportation's Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center.

During the enforcement effort, officers issued a total of 54 traffic tickets including three for driving while intoxicated, 22 speeding tickets, one safety belt ticket and 28 other violations.



Moberly Monitor
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Moberly, MO
Circ. 5031
From Page:
c3
8/22/2008
19236



Statewide campaign¹²³ against drinking and driving¹²³

Statewide You Drink and Drive, You Lose Campaign sponsored by Missouri State Highway Patrol.

1. The Missouri State Highway Patrol is joining other law enforcement agencies August 15 through September 1, 2008, for a statewide You Drink & Drive, You Lose campaign. Every year, people die in Missouri because another person chooses to drink and drive. 243 people were killed and 4,889 were injured in drinking-related traffic crashes in 2007. Instead of choosing to drink and drive, choose a designated driver. A public service announcement from your Missouri State Highway Patrol.

2. If you see an intoxicated driver on the highway, call 1-800-525-5555 or star 55 on your cellular phone. The call will be routed to the nearest Highway Patrol headquarters. The Patrol will do everything possible to get that intoxicated driver off the roadway before a traffic crash occurs. The Patrol will join other Missouri law enforcement agencies for a statewide You Drink & Drive, You Lose campaign from August 15

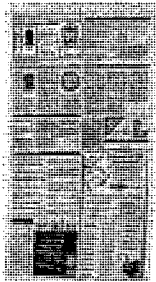
through September 1, 2008. We're serious about making the highways safer. A public service announcement from your Missouri State Highway Patrol.

3. Have plans this weekend? Social activities often include alcohol. A little drinking can lead to a lot of trouble. Accept your responsibility to prevent traffic crashes. Give a sober thought to safe driving. The Patrol will be taking part in a statewide You Drink and Drive, You Lose campaign August 15 through September 1, 2008. If your plans include alcohol, take a cab or have a sober driver take you home. A drunk driving arrest

would definitely ruin your social life. A public service announcement from your Missouri State Highway Patrol.



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MISSOURI HIGHWAY PATROL SAFETY TIP

133

Drink & Drive campaign continues

The Missouri State Highway Patrol is joining other law enforcement agencies through Sept. 1 for a statewide You Drink & Drive, You Lose campaign. Every year, people die in Missouri because another person chooses to drink and drive. In 2007 there were 243 people killed and 4,889 injured in drinking-related traffic crashes. Instead of



By Cpl. H.L.
DRIEMEIER

choosing to drink and drive, choose a designated driver.

If you see an intoxicated driver on the highway, call 1-800-525-5555 or star 55 on your cellular phone. The call will be routed to the nearest Highway Patrol headquarters. The Highway Patrol will do everything possible to get that intoxicated driver off the roadway before a traffic crash occurs. We're serious about making the highways safer.

Have plans this weekend? Social activities often include alcohol. A little drinking can lead to a lot of trouble. Accept your responsibility to prevent traffic crashes. Give a sober thought to safe driving. If your plans include alcohol, take a cab or have a sober driver take you home. A

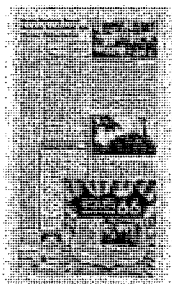


drunk driving arrest would definitely ruin your social life.

A public service announcement from your Missouri State Highway Patrol.



Washington
Missourian
Washington, MO
Circ. 16591
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3U
8/6/2008
19116



¹³³ The Union Police Department Cracking Down on Impaired Drivers

The Union Police Department will be cracking down on impaired drivers Aug. 15 to Sept. 1 during the You Drink & Drive, You Lose, statewide campaign. Law enforcement efforts will be increased in an endeavor to reduce the deaths and serious injuries caused by impaired drivers. Those caught drinking and driving could lose their license, money and freedom.

These tragedies are preventable when drivers make a simple, smart choice not to drink and drive.

Following are some of the consequences of driving while intoxicated:

- If you cause a fatal crash while intoxicated, you can be charged with involuntary manslaughter, a felony resulting in up to seven years of jail time, a \$5,000 fine or both.

- Your license can be suspended for 90 days on your first conviction. You could be fined up to \$500 and spend up to six months in jail.

- A second conviction results in a yearlong revocation of your license. You could be fined up to \$1,000 and spend up to one year in jail.

- Minors may additionally be subject to a minor in possession citation,

resulting in license suspension for 90 days for a first offense. This is in addition to any suspension resulting from the "point" assessment on an alcohol conviction.

- Insurance coverage will be difficult to find and your rates will be significantly higher.

For more information on impaired driving, visit www.saveMOlives.com.



Hannibal
Courier Post
Hannibal, MO
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19197



133 Palmyra enforcing drunk driving laws

Through Monday, Sept. 1, the Palmyra Police Department is participating in a statewide campaign, "you drink and drive, you lose."

Palmyra Police Chief Eddie Bogue said driving while intoxicated is one of the most common violent crimes, randomly killing or injuring someone in Missouri every one and a half hours.

Bogue provided a list of some of the consequences of choosing to drive while intoxicated.

- If you cause a fatal crash while intoxicated, you can be charged with involuntary manslaughter, a felony, with up to seven years of prison time, a \$5,000 fine or both.

- Your license can be suspended for 90 days on your first conviction. You could be fined up to \$500 and spend up to six months in jail.

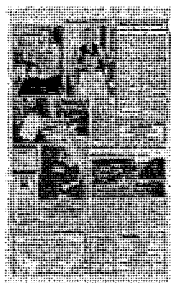
- A second conviction results in a year-long license revocation. You could be fined up to \$1,000 or spend up to one year in jail.

- Minors may also be charged with a minor in possession citation, resulting in a license suspension for 90 days for a first offense, in addition to any suspension resulting from a point assessment on an alcohol conviction.

- Insurance coverage will be difficult to find, and your rates will be significantly higher.



Monroe County
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MHP urges safe driving over Labor Day weekend

Labor Day weekend is fast approaching. Many families will plan one last special outing to mark the end of summer. The Missouri State Highway Patrol reminds motorists to expect a change in traffic patterns during the Labor Day weekend.

The Labor Day counting period will begin at 6 p.m. on Friday, Aug. 29, and end at 11:59 p.m. on Monday, Sept. 1. The Patrol, along with local law enforcement, will participate in Operation C.A.R.E. (Combined Accident Reduction Effort), as well as the You Drink, You Drive, You Lose campaign (Aug. 15 through Sept. 1) during this holiday weekend.

If alcohol is part of your Labor Day holiday celebration, don't drink and drive. Getting arrested could be the least of your concerns. There are court costs, medical bills, or perhaps jail time. If you kill or injure someone, you'll pay a price for the rest of your life. If you choose to drink this Labor Day holiday, choose a designated driver.

"The Patrol has zero tolerance for drunk driving," said Colonel James F. Keathley, superintendent of the Patrol. "Troopers are vigilant in their quest to remove intoxicated drivers from Missouri's roadways."

Colonel Keathley urges drivers to obey Missouri's traffic laws, and watch for changes in traffic patterns due to the number of

travelers or road construction. "Everyone in the vehicle should buckle up. The Patrol, along with other state and local law enforcement agencies, has worked diligently to decrease traffic fatalities in Missouri through educational and enforcement programs," said Colonel Keathley. "To help ensure everyone's safety, offer assistance, and enforce Missouri's traffic laws, the Highway Patrol will schedule every available officer to patrol the roadways. In addition, troopers will be assigned to 15-mile increments along Interstates 29, 44, 55, and 70, in an effort to increase awareness and safety."

Last year, 14 people were killed and 537 persons were injured in 1,107 traffic crashes occurring during the Labor Day holiday counting period. That is one person killed or injured every 8.5 minutes. Over the past five years (2003-2007), 77 persons were killed and 2,769 were injured in Labor Day holiday crashes.

Travelers needing assistance, or reporting a drunk or careless driver, illegal activity on the highways, or a stalled motorist can call the Patrol's Emergency Hotline at 1-800-525-5555 or, on a cellular phone, dial *55. To receive the latest road conditions for major Missouri highways, motorists may call the Patrol's Road Condition Hotline at 1-800-222-6400 or (573) 526-8828.

MISSOURI

Annual Report 2008

PROJECT TITLE:

Young Driver PIE

PROJECT NUMBER:

08-PM-02-03

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Young Drivers

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

FY07 was the first year of the Never Made It campaign in Missouri, targeting young drivers and working to impress upon them the consequences of poor driving choices -- the milestones and even everyday events they would miss if killed or injured in a traffic crash. The Missouri Coalition for Roadway Safety is planning to run this campaign in FY08, and much of the funding from this paid media grant would cover broadcast and online marketing placements.

In addition, two other programs will occur in FY08 that focus on young drivers and would benefit from paid media. The first is a new program for Missouri, 1-866-MUST-B-21. This is a hotline where people can report underage drinking. The second is a statewide Battle of the Belt program, run through high schools across the state. Students work to encourage their peers to buckle up and those with the highest seat belt usage or improvement rate win money for their school. Battle of the Belt 2007 will likely include a video contest component as well, and paid media will be needed to spread the word about the program and to broadcast the winning entry.

PROBLEM IDENTIFICATION:

The highest cause of death of youth ages 15-20 is from traffic crashes.

Many of these youth are driving without their seat belt. In Missouri, teen seat belt use is especially low -- 61 percent in 2007 which is up slightly from 58 percent in 2006. From 2004-2006, 477 teens (13-19) died in traffic crashes; 345 (72 percent) were not buckled up. It is vital to reach these youth with a strong and convincing safety belt message.

Young drinking drivers are also a major concern, especially since drinking is illegal for this age group. In 2004-2006, young drivers were involved in 643 fatal traffic crashes. In those crashes, 96 (14.3 percent) of the young drivers were drinking and driving. In other words, one of every 7 young drivers involved in a fatal crash was drinking which contributed to the cause of the crash.

This group is also more likely to be online than viewing television commercials, so funding is needed to explore new and upcoming online media options. Viral marketing will be explored in FY08 to reach the teens as directly as possible.

GOALS AND OBJECTIVES:

Increase awareness of young drivers to be safe drivers on Missouri roads.

RESULTS:

Public Information and Education Campaign:

The spring enforcement youth campaign focused on increasing safety belt use among teen drivers. The enforcement efforts were conducted March 28 - April 13, 2008. The media portion of the campaign was paid out of Section 402 Highway Safety Funding. The Highway Safety Division contracted with TrueMedia to assist with the media buy for the campaign. Media included radio and cable.

The media campaign for the spring was part of a yearlong effort to reach teens about the importance of buckling up. Activities not associated with the enforcement campaign include the Battle of the Belt high school safety belt challenge, where schools compete for the highest safety belt usage and the creation of a public service announcement encouraging other teens to buckle up.

The Missouri Coalition for Roadway Safety also dedicates funding for teen advertising and used the creative ads from the Never Made It campaign. Creative ads featured a "Never Made It" message, portraying the consequences and milestones teens will miss if they face a serious car crash when unbuckled. The coalition also purchased advertising showing the winning Battle of the Belt video. Students at Glendale High School in Springfield, Mo., created the winning spot.

The attached media buy reflects the purchase of radio and cable ads for Spring 2008. Ads ran from March 24 - April 13.

In addition, a series of Internet banner ads were created that featured short Internet games for teens. The games ended with a buckle up message and directed the teen to more information at the newly created www.saveMOyouth.com.

Please see attached for more information on the media buy.

Each of the ten regional safety coalitions in Missouri received incentive items for their regional activities, including dog tags and t-shirts with the Buckle Up! Arrive Alive message.

FUNDING:

402 : \$160,000.00

HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

NEVER
MADE IT INTO
THE YEARBOOK



www.saveM0lives.com

BUCKLE UP!

ARRIVE ALIVE



BUCKLE UP!

ARRIVE ALIVE

Spring Teen Campaign Summary
March/April 2008

The media is purchased from **March 24 - April 13**. Enforcement runs **March 28 - April 13**.

The ads are the enforcement spots used last spring, located at:
<http://www.savemolives.com/programs/TeenDriving.htm>

The regional contacts received the dog tag incentive items and black Arrive Alive shirts. The order was based on requested amounts by the regional contacts.

A summary of the paid media is as follows:

Cable -- \$66,208
Radio -- \$50,096
Internet -- \$83,692
Grand Total -- \$199,996

Cable:

Columbia	\$4,436
Joplin	\$2,635
Kansas City	\$20,143
Kirksville	\$581
Cape Girardeau	11,557
Hannibal	\$892
Springfield	\$7,024
St. Joseph	\$1,026
St. Louis	\$17,914

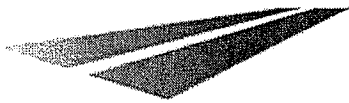
Radio:

Columbia	\$3,655
Joplin	\$1,954
Kansas City	\$12,619
Cape Girardeau	\$6,004
Kirksville	\$3,461
Hannibal	\$3,508
St. Joseph	\$4,845
Springfield	\$2,446
St. Louis	\$11,604

Internet:

TrueMedia purchased space on several web sites where we will host an interactive video game to get a buckle up message across. The purchase of the advertising includes creative development of very short, funny games that include a buckle up message and take game players to the saveMOyouth.com site. Game development and web sites are still being finalized, but the sites include MySpace, Facebook, ESPN.com, Yahoo games and other popular youth sites.

Missouri Coalition for Roadway Safety



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOlives.com

For more information contact Laura Holloway at 573-751-5414 or Adrian Hendricks at 573-751-5420.

March 27, 2008 – For immediate release

Law Enforcement Agencies Participating in Teen Safety Belt Campaign

Jefferson City, Mo. – Law enforcement agencies around the state will be participating in an enforcement campaign March 28 – April 13, focusing on reducing injuries and deaths among young drivers on Missouri roadways.

Enforcement is coupled with an aggressive media advertising campaign for teens. The campaign uses realistic, chilling images coupled with a “Never Made It” message to convey the potential consequences of not buckling up.

“Our young drivers are a high-risk age group,” said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. “It’s imperative that we all work together to change this alarming reality.”

Consider these facts:

- In 2006, 153 teen (14-19) vehicle occupants were killed. Of those killed, 73 percent were not wearing a seat belt.
- Safety belt use among Missouri teens is 61 percent. In contrast, this usage rate is dramatically lower when compared to Missouri’s overall safety belt usage rate of 77 percent.

For more information on teen safety belt use and the *Never Made It* campaign, visit

www.saveMOyouth.com.

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NEWS RELEASE

For Release: (October 2007)

For More Information Contact: (Department Contact and Phone Number)

Triple the Effort to Make Teens and Seatbelts Click (Name of Agency) Cracking Down on Unbuckled Teens

The (Name of Agency) will be looking for teens who aren't buckled up October 8-21 as part of a special effort to encourage seat belt use among young people.

A statewide survey released in September showed more teens are buckling their seat belts than ever before, 61 percent in 2007 compared to 58 percent in 2006. Unfortunately, hundreds of Missouri teens still die every year in traffic crashes and the large majority of those killed are not wearing a seat belt.

Of the 153 teens killed in traffic crashes in 2006, 73 percent were not buckled up. In 2005, 158 young people were killed, and 88 percent of them were not wearing a seat belt. Missouri's Graduated Driver License law requires safety belt usage for teens and their passengers.

INSERT QUOTE HERE FROM POLICE CHIEF ABOUT WHAT LAW ENFORCEMENT IS DOING DURING CRACKDOWN

The law enforcement crackdown is coupled with a several statewide projects that also focus on teen seat belt use.

1. Battle of the Belt is a high school seat belt challenge which runs through the end of the year. More than 100 schools are expected to participate with students performing surprise seat belt checks at their high school and then reaching out to members of the student body with an educational campaign on the importance of seat belt use. (INSERT LOCAL SCHOOLS PARTICIPATING)
2. An education/advertising campaign featuring the *Never Made It* theme, began in mid-September. It focuses on media that reaches teens – radio, cable television and the internet. The campaign culminates Oct.15-21, a week designated as National Teen Driver Safety Week.
3. A greater amount of more visible signs about Missouri's seat belt law will be installed as a reminder to both drivers and passengers to buckle up. The new signs have a bright red color to help attract attention and they'll be placed more frequently on both major and minor roads and at rest areas across the state over the next year, beginning in October.

ANOTHER QUOTE FROM POLICE Chief

For more information, please visit www.saveMOlives.com. Buckle Up to Arrive Alive.

Missouri Coalition for Roadway Safety



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOLives.com

NEWS RELEASE

October 5, 2007

For more information, contact Melissa Black at 573-526-4141 or Melissa.Black@modot.mo.gov or Laura Holloway at 573-751-5414 or Laura.Holloway@modot.mo.gov

Triple the Effort to Make Teens and Seatbelts Click **Law Enforcement Cracking Down on Unbuckled Teens**

Law enforcement agencies across Missouri will be looking for teens who aren't buckled up Oct. 8-21 as part of a special effort to encourage seat belt use among young people.

While a statewide survey released in September showed more teens are buckling their seat belts than ever before -- 61 percent in 2007 compared to 58 percent in 2006 -- the number is still well below the 77 percent usage rate for all Missourians. Unfortunately, hundreds of Missouri teens are killed or injured every year in traffic crashes and the large majority of those killed are not wearing a seat belt.

Of the 153 teens killed in traffic crashes in 2006, 73 percent were not buckled up. Missouri's Graduated Driver License law requires safety belt use for teens and their passengers.

"Enforcement and education can work together to get the message across to teens that buckling up is a life-saving action that needs to become a habit," said Leanna Depue, chair of the executive committee for the Missouri Coalition for Roadway Safety.

The law enforcement crackdown is coupled with several statewide projects that also focus on teen seat belt use.

1. Battle of the Belt is a high school seat belt challenge that runs through the end of the year.

More than 100 schools are expected to participate with students performing surprise seat belt checks at their high school and then reaching out to members of the student body with an educational campaign on the importance of seat belt use.

-more-

**Missouri Coalition
for Roadway Safety**



P.O. Box 270
Jefferson City, Missouri 65102
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2. An education/advertising campaign featuring the *Never Made It* theme began in mid-September. It focuses on media that reaches teens – radio, cable television and the Internet. The campaign culminates Oct.15-21, a week designated as National Teen Driver Safety Week.
3. A greater amount of more visible signs about Missouri's seat belt law will be installed as a reminder to both drivers and passengers to buckle up. The new signs will help attract attention and they'll be placed more frequently on both major and minor roads and at rest areas across the state over the next year, beginning in October.

For more information, please visit www.saveMOlives.com. Buckle Up to Arrive Alive.

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Missouri Department of Transportation



2008 Teen Safety Belt Media Plan
ARRIVE ALIVE

February 25, 2008

Communication Objective

- To increase teen awareness of the importance of using car safety belts
 - Measurement of success will be based on observations of teens driving at selected Missouri high schools

Media Objectives

- Target Audience
- Geography
- Timing
- Budget

truemedia



ARRIVE ALIVE

Target Audience/Geography

- Teens 15 to 19 years old
 - Assess the differences in media habits for the younger end of this target vs. the older teens
- Residing in the state of Missouri
 - No particular emphasis on any areas within the state

ARRIVE ALIVE

Creative Considerations

- Television
 - :30s
 - “Never Made It” campaign
- Radio
 - :30s
 - “Never Made It” campaign

ARRIVE ALIVE

Timing

- Schedule to run for three weeks
 - March 24 through April 13, 2008
- Ramped up enforcement of the safety belt law will begin on March 28, 2008

ARRIVE ALIVE

2008 Media Budget

- Total working media budget for this campaign is \$200,000
 - Any additional creative elements will need to be funded from the media budget



Teen Media Usage

Media	15-16 %	15-16 Index	17-19 %	17-19 Index
Heavy Cable in Past 7 Days	62%	102	60%	98
Heavy TV in Past 7 Days	18%	92	21%	110
Heavy Radio in Past 7 Days	21%	104	21%	105
Heavy Internet in Past 7 Days	55%	109	54%	107
Go to movies 2-3X/Month	23%	100	25%	107

truemedia



ARRIVE ALIVE

Recommended Media Vehicles

ARRIVE ALIVE

Recommended Cable Networks

Cable Networks:

ABC Family
Cartoon
Discovery
Disney
ESPN
FX
MTV

Nick
SciFi
Spike
TBS
Toon Disney
TNT
USA
VH1

truemedia

ARRIVE ALIVE

Recommended Cable Schedule

- Recommend 200 total :30 spots over the three week schedule
 - Estimated 100 T15-19 TRPs in cable support
 - Average .5 rating per spot
- Some markets cannot support this weight so we will buy to maximum available
 - Joplin – 117 spots
 - Kirksville – 125 spots
 - St. Joseph – 150 spots

ARRIVE ALIVE

Recommended Radio

- Buy top 15-19 year old stations in each market
 - Can only buy to 12-17 ratings
- Plan for 250 TRPs or spots in unrated markets during three week flight
 - Kirksville – 150 spots
 - St. Joseph – 150 spots

ARRIVE ALIVE

Prototype Station Schedule

Radio Market	Probable Stations
Columbia	KOQL, KBXR, KCLR, KPLA, KTXY
Joplin	KSYN, KIXQ
Kansas City	KMXV, KCHZ, KPRS
St. Louis	KSLZ, WHHL, KATZ
Springfield	KSPW
Cape Girardeau	KEZS, WKIB, KIYS
Hannibal	KICK, KRRK, KZZK
Kirksville	KRXL, KTUF
St. Joseph	KKJO, KSJQ

Online Activities Past 30 Days

Website	15-16 %	17-19 %
Played Games online	49%	38%
Watched online video	42%	36%
Met new people	21%	19%
Looked up movie listings	21%	26%
Used IM	51%	54%
Listened to music	46%	40%
My Space	56%	54%
Facebook	10%	20%

Recommend In-banner Game

- Research indicates teens respond extremely well to humor - the more macabre the better
- In-banner game means that viewer does not have to leave home site
 - Have option to click to MODOT site
- Nearly 50% of 15-16 year olds and 40% of teens 17-19 play games online
 - Engaging way to communicate with message-resistant audience

ARRIVE ALIVE

Recommend Interactive Game

- Low CPM ranges from \$2 to \$6
- Sites will arrange for ad design and bill along with media campaign
 - MODOT will have complete creative control
- Digital ad can run on a variety of sites to maximize reach
 - My Space, Facebook
 - Online Gaming sites (Yahoo! Games)
 - ESPN.com
 - Online movie sites

ARRIVE ALIVE

Track and Adjust Campaign

- We will be able to track campaign effectiveness and revise schedule in real time
 - Both agency and client will have access to report dashboard
 - Will see impressions and clickthrough rates by day/time/site/page

ARRIVE ALIVE

25-Feb-08

\$ 200,000

ARRIVE ALIVE

TURNED IN

Media Not Recommended

- Movie Theatres
 - Did not rank as high as other media
 - Schedule would not run during peak new release season as it did for 2007 campaign
- Broadcast TV
 - Did not show up as highly viewed by teens
 - Very high CPPs compared to radio and interactive
 - High out of pocket compared to cable TV

ARRIVE ALIVE

MISSOURI DEPARTMENT of TRANSPORTATION
 SPRING-TEEN SEATBELT
 2008 CABLE TELEVISION AND RADIO POST SUMMARY
 3/24/08-4/13/08

<u>Market</u> <u>CABLE</u>	<u>System/Station</u>	<u># Paid</u> <u>Spots</u>	<u># PSA</u> <u>Spots</u>	<u># Total</u> <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>P12-17</u> <u>Final</u> <u>Est. GRPS</u>	<u>P12-17</u> <u>TOTAL</u> <u>GRPS</u>	<u>Index</u> <u>Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia	Onmedia	<u>195</u>	<u>36</u>	<u>231</u>	\$ <u>4,691.00</u>	\$ <u>3,987.35</u>	\$ <u>4,346.21</u>	312.7	328.2	105%	
	Total	195	36	231	\$ 4,691.00	\$ 3,987.35	\$ 4,346.21				
Cape Girardeau	Control 8227	135	29	164	\$ 1,620.00	\$ 1,377.00	\$ 1,500.93	54.0	123.0	228%	
	Charter 8212	201	31	232	\$ 4,290.00	\$ 3,646.50	\$ 3,974.69	221.1	416.5	188%	
	City Cable 8180	180	36	216	\$ 1,980.00	\$ 1,683.00	\$ 1,834.47	72.0	186.6	259%	
	AdWorks 5829	180	36	216	\$ 900.00	\$ 765.00	\$ 833.85	84.0	171.5	204%	
	AdPro 0456	201	39	240	\$ 1,005.00	\$ 854.25	\$ 931.13	75.6	186.8	247%	
	PrimeMedia8981	201	36	237	\$ 2,247.00	\$ 1,909.95	\$ 2,081.85	97.5	194.0	199%	
	Comcast8970	<u>198</u>	<u>24</u>	<u>222</u>	\$ <u>424.00</u>	\$ <u>360.40</u>	\$ <u>392.84</u>	346.3	318.7	92%	
	Total	1,296	231	1,527	\$ 12,466.00	\$ 10,596.10	\$ 11,549.75				
Hannibal	Comcast 3192	<u>201</u>	<u>26</u>	<u>227</u>	\$ <u>963.00</u>	\$ <u>818.55</u>	\$ <u>892.22</u>	117.6	174.2	148%	
	Total	201	26	227	\$ 963.00	\$ 818.55	\$ 892.22				
Joplin	CableOne 2966	117	15	132	\$ 546.00	\$ 464.10	\$ 505.87	70.2	97.5	139%	
	CableOne 3007	117	27	144	\$ 702.00	\$ 596.70	\$ 650.40	97.5	94.2	97%	
	CableNet 5966	117	27	144	\$ 585.00	\$ 497.25	\$ 542.00	50.7	67.1	132%	
	CableNet 6347	117	27	144	\$ 543.00	\$ 461.55	\$ 503.09	48.9	55.6	114%	
	CableOne6952	<u>117</u>	<u>23</u>	<u>140</u>	\$ <u>468.00</u>	\$ <u>397.80</u>	\$ <u>433.60</u>	88.2	126.4	143%	
	Total	585	119	704	\$ 2,844.00	\$ 2,417.40	\$ 2,634.97				
Kansas City	Charter 1433	201	41	242	\$ 1,710.00	\$ 1,453.50	\$ 1,584.32	176.1	220.9	125%	
	TW Comcast 5963	208	36	244	\$ 4,401.00	\$ 3,740.85	\$ 4,077.53	302.0	297.5	99%	
	Charter 1432	200	34	234	\$ 2,028.00	\$ 1,723.80	\$ 1,878.94	198.1	247.3	125%	
	Time Warner 5961	209	33	242	\$ 6,396.00	\$ 5,436.60	\$ 5,925.89	317.1	321.7	101%	
	Time Warner 6179	<u>212</u>	<u>36</u>	<u>248</u>	\$ <u>7,164.00</u>	\$ <u>6,089.40</u>	\$ <u>6,637.45</u>	337.5	337.3	100%	
	Total	1,030	180	1,210	\$ 21,699.00	\$ 18,444.15	\$ 20,104.12				
Kirksville	OnMedia9193	<u>126</u>	<u>24</u>	<u>150</u>	\$ <u>627.00</u>	\$ <u>532.95</u>	\$ <u>580.92</u>	122.4	261.6	214%	
	Total	126	24	150	\$ 627.00	\$ 532.95	\$ 580.92				
Springfield	Charter 2760	201	36	237	\$ 2,085.00	\$ 1,772.25	\$ 1,931.75	174.9	341.3	195%	
	CableOne 3010	201	36	237	\$ 1,206.00	\$ 1,025.10	\$ 1,117.36	83.7	172.2	206%	
	CableNet 6574	201	45	246	\$ 1,005.00	\$ 854.25	\$ 931.13	79.8	100.7	126%	
	OnMedia 7798	<u>201</u>	<u>36</u>	<u>237</u>	\$ <u>3,285.00</u>	\$ <u>2,792.25</u>	\$ <u>3,043.55</u>	174.3	276.4	159%	
	Total	804	153	957	\$ 7,581.00	\$ 6,443.85	\$ 7,023.80				
St. Joseph	Cablevision 528	<u>150</u>	<u>27</u>	<u>177</u>	\$ <u>1,107.00</u>	\$ <u>940.95</u>	\$ <u>1,025.64</u>	138.9	286.5	206%	
	Total	150	27	177	\$ 1,107.00	\$ 940.95	\$ 1,025.64				
St. Louis	Fidelity 6963	201	73	274	\$ 2,190.00	\$ 1,861.50	\$ 2,029.04	138.6	184.9	133%	
	Charter 8089	<u>201</u>	<u>12</u>	<u>213</u>	\$ <u>17,145.00</u>	\$ <u>14,573.25</u>	\$ <u>15,884.84</u>	301.5	300.1	100%	
	Total	402	85	487	\$ 19,335.00	\$ 16,434.75	\$ 17,913.88				
	GRAND TOTAL	4,789	881	5,670	\$ 71,313.00	\$ 60,616.05	\$ 66,071.49				

MISSOURI DEPARTMENT of TRANSPORTATION
 SPRING-TEEN SEATBELT
 2008 CABLE TELEVISION AND RADIO POST SUMMARY
 3/24/08-4/13/08

<u>Market</u>	<u>System/Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>P12-17 Final Est. GRPS</u>	<u>P12-17 TOTAL GRPS</u>	<u>Index Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia/ Jefferson City	KOQL, KTXV	153	0	153	\$ 3,945.00	\$ 3,353.25	\$ 3,655.04	371.1	308.9	83%	Billboard sponsorships/Internet Streaming
Cape Girardeau	WKIB, KEZS, KIYS	252	117	369	\$ 6,480.00	\$ 5,508.00	\$ 6,003.72	No ratings available			Billboard sponsorships/Banner Ads
Hannibal	KICK, KRRY, KZZK	252	60	312	\$ 3,786.00	\$ 3,218.10	\$ 3,507.73	No ratings available			Banner Ads
Joplin	KSYN	81	0	81	\$ 2,109.00	\$ 1,792.65	\$ 1,953.99	381.9	417.5	109%	Banner Ads
Kansas City	KMXV, KCHZ, KPRS	185	46	231	\$ 13,550.00	\$ 11,517.50	\$ 12,554.08	370.1	349.8	95%	Billboard sponsorships/Banner Ads
Kirksville	KRXL, KTUF	150	30	180	\$ 3,735.00	\$ 3,174.75	\$ 3,460.48	No ratings available			
Springfield	KSPW	57	10	67	\$ 2,640.00	\$ 2,244.00	\$ 2,445.96	356.1	245.0	69%	Email Blasts
St. Joseph	KKJO, KSJQ	150	48	198	\$ 5,229.00	\$ 4,444.65	\$ 4,844.67	No ratings available			
St. Louis	KSLZ, KATZ, WHHL	216	33	249	\$ 12,525.00	\$ 10,646.25	\$ 11,604.41	372.9	323.4	87%	Billboard Sponsorships
	GRAND TOTAL	1,496	344	1,840	\$ 53,999.00	\$ 45,899.15	\$ 50,030.07				
	COMBINED GRAND TOTAL	6,285	1,225	7,510	\$ 125,312.00	\$ 106,515.20	\$ 116,101.57				

MISSOURI DEPARTMENT of TRANSPORTATION
NEVER MADE IT
FALL 2007 RADIO POST SUMMARY

<u>Market</u>	<u>Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>TEENS Final Est. GRPS</u>	<u>TEENS TOTAL GRPS</u>	<u>Index Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia/ Jefferson City	KOQL, KBBM, KTXV	450	30	480	\$ 10,220.00	\$ 8,687.00	\$ 9,468.83	794.0	721.6	91%	Billboard sponsorships
Joplin	KSYN	150	30	180	\$ 3,600.00	\$ 3,060.00	\$ 3,335.40	694.5	816.1	118%	
Kansas City	KCHZ, KMXV, KPRS	450	103	553	\$ 27,830.00	\$ 23,655.50	\$ 25,784.50	785.5	920.4	117%	Billboard sponsorships, Web Links
Paducah/Cape Girar/Harr.	KEZS, KIYS, WKIB	450	0	450	\$ 11,490.00	\$ 9,766.50	\$ 10,645.49	No ratings available			Billboard sponsorships, Web links, email blasts
Hannibal	KICK, KRRY, KZZK	450	55	505	\$ 6,780.00	\$ 5,763.00	\$ 6,281.67	No ratings available			
Kirksville	KRXL, KTUF	300	10	310	\$ 7,170.00	\$ 6,094.50	\$ 6,643.00	No ratings available			
Springfield	KSPW	179	91	270	\$ 6,377.00	\$ 5,420.45	\$ 5,908.29	546.4	620.7	114%	Email blasts
St. Louis	KATZ, KSLZ, WHHL	519	25	544	\$ 29,475.00	\$ 25,053.75	\$ 27,308.59	800.5	726.6	91%	Billboard sponsorships
RADIO TOTAL		2,948	344	3,292	\$ 102,942.00	\$ 87,500.70	\$ 95,375.77				

FALL 2007 CABLE POST SUMMARY

Cape Girardeau	Total	1,200	370	1,570	\$ 13,700.00	\$ 11,645.00	\$ 12,693.05	715.0	1,213.9	170%	
Joplin	Total	1,246	285	1,531	\$ 14,441.00	\$ 12,274.85	\$ 13,379.59	612.4	743.2	121%	
St. Louis	Total	1,642	440	2,082	\$ 36,605.00	\$ 31,114.25	\$ 33,914.53	1,044.2	1,328.3	127%	
Columbia	Total	304	536	840	\$ 6,606.00	\$ 5,615.10	\$ 6,120.46	441.9	431.2	98%	
Kansas City	Total	2,025	641	2,666	\$ 34,675.00	\$ 29,473.75	\$ 32,126.39	2,377.5	3,106.6	131%	
Kirksville	Total	449	104	553	\$ 2,245.00	\$ 1,908.25	\$ 2,079.99	239.6	341.7	143%	
Hannibal	Total	392	148	540	\$ 1,860.00	\$ 1,581.00	\$ 1,723.29	205.2	245.3	120%	
Springfield	Total	1,150	330	1,480	\$ 19,700.00	\$ 16,745.00	\$ 18,252.05	815.0	1,234.3	151%	
St. Joseph	Total	250	75	325	\$ 2,125.00	\$ 1,806.25	\$ 1,968.81	250.0	571.1	228%	
CABLE TOTAL		8,658	2,929	11,587	\$ 131,957.00	\$ 112,163.45	\$ 122,258.16				
COMBINED RADIO/CABLE		11,606	3,273	14,879	\$ 234,899.00	\$ 199,664.15	\$ 217,633.93				

Teens Receive Strong Seat Belt Message with *Never Made It* Campaign

Law enforcement agencies around the state participated in an enforcement campaign March 28 – April 13, focusing on reducing injuries and deaths among young drivers on Missouri roadways.

Enforcement was coupled with an aggressive media advertising campaign for teens, including television, radio and Internet ads. The campaign portrayed realistic, chilling images coupled with a “Never Made It” message to convey the potential consequences of not buckling up.

“Our young drivers are a high-risk age group,” said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. “It’s imperative that we all work together to change this alarming reality.”

Consider these facts:

- In 2006, 153 teen (14-19) vehicle occupants were killed. Of those killed, 73 percent were not wearing a seat belt.
- Safety belt use among Missouri teens is 61 percent. In contrast, this usage rate is dramatically lower when compared to Missouri’s overall safety belt usage rate of 77 percent.

For more information on teen safety belt use and the *Never Made It* campaign, visit www.saveMOyouth.com.

***Never Made It* Campaign Portrays Consequences to Teens**

By Laura Holloway

The *Never Made It* teen safety belt campaign launches Oct. 1, encouraging teens to buckle up and arrive alive. Sponsored by the Missouri Coalition for Roadway Safety, the campaign runs through October and conveys the potential consequences that teens may face when choosing not to wear their seat belts.

Teens are an important group to reach with a seat belt message. Missouri's teen safety belt usage rate is significantly lower than other Missourians.

The campaign uses realistic, chilling images of teens that "never made it" to significant milestones in their lives, or even day-to-day activities they may take for granted. It addresses common excuses teens may use when not buckling up and the consequences of those choices.

Several medial elements work together to reach young drivers, including print, television and radio advertisements, along with promotional events and an online advertising presence on popular teen web sites. The fall portion of the campaign complements the efforts underway for the Battle of the Belt challenge, where Missouri high schools compete against each other for the highest seat belt use.

For more information about the *Never Made It* campaign or teen safety belt use, visit www.saveMOlives.com

Never Made It Copy

Ten Second copy:

Too many young drivers never make it home because they fail to take the simple step of buckling their seat belt. Don't be another statistic. Buckle Up to Arrive Alive.

Or

This report brought to you by the Missouri Coalition for Roadway Safety. Always drive safely, buckle up and Arrive Alive. For more information, visit www.saveMolives.com

Five Second Copy:

The Missouri Coalition for Roadway Safety reminds you to Buckle Up and Arrive Alive.

For e-mail blast:

The Missouri Coalition for Roadway Safety reminds you to Buckle Up and Arrive Alive.

Copy for billboard sponsorship:

Drive Safely, Always Buckle Up and Arrive Alive. For more information, visit www.saveMOlives.com

Or

The Missouri Coalition for Roadway Safety reminds you to always Buckle Up and Arrive Alive.

Missouri Coalition for Roadway Safety
Seat Belt Campaign
:15 Radio
Law Enforcement Message
Feb. 1, 2007

SGT. NEWSOME: Seat belts save lives. That's why Missouri's law enforcement officers are on our streets and highways looking for teens who aren't buckled up. If you aren't wearing a seat belt, you **will** get a ticket. So buckle up. And arrive alive.

Missouri Coalition for Roadway Safety
Seat Belt Campaign
:30 radio
"Never made it to Homecoming"
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 2: Well, I had this awesome new dress for Homecoming. And no seat belt was going to ruin my look.

SFX: HORN HONK, CRASH

TEEN 2: But I never made it to Homecoming.

MUSIC TRANSITION

TEEN 2: Seat belts save lives.

TEEN 1: They could have saved mine.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at www.savemolives.com

Missouri Coalition for Roadway Safety
Seat Belt Campaign
:30 radio
"Never made it to 17"
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 3: I never wore my seat belt. I didn't think I needed it. I mean, I was a really good driver.

SFX: SIRENS, GENERAL COMMOTION

TEEN 3: I never made it to 17.

FINAL MUSIC TRANSITION

TEEN 2: Seat belts save lives.

TEEN 1: They could have saved mine.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

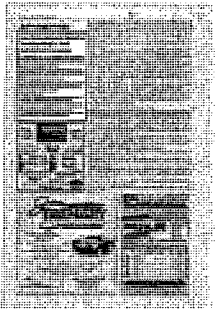
TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at www.savemolives.com

O'Fallon
Community
News
O'Fallon, MO
Circ. 28000
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133 Law Enforcement Agencies Participating in Teen Safety Belt Campaign

Jefferson City, Mo. - Law enforcement agencies around the state are participating in an enforcement campaign March 28 - April 13, focusing on reducing injuries and deaths among young drivers on Missouri roadways.

Enforcement is coupled with an aggressive media advertising campaign for teens. The campaign uses realistic, chilling images coupled with a "Never Made It" message to convey the potential consequences of not buckling up.

"Our young drivers are a high-risk age group," said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. "It's imperative that we all work together to change this alarming reality."

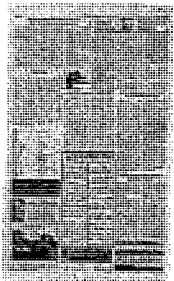
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For more information on teen safety belt use and the Never Made It campaign, visit www.saveMOyouth.com.



Summersville
Beacon
Summersville, M
O
Circ. 4800
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18777



133 Cabool High School to Take 21 Days to Develop Buckle Up Habit

Willow Springs, Young drivers are the target audience for a program to encourage developing the habit of buckling up. The program, known as 21 Days, is based on the psychology theory a habit can be established in 21 days and focuses on teens already behind, or about to join their peers behind, the wheel. Cabool High School will kick off 21 Days with an all-school assembly March 26.

Members of the South Central Region of the Missouri Coalition for Roadway Safety developed the 21 Days program. This group formed in 2005 as part of a statewide effort to reduce the number of fatalities occurring on Missouri's roadways. Members include law enforcement officials, engineers, emergency services personnel and other interested individuals. After studying statistics, the group determined young drivers are an important target.

According to South Central Region Facilitator, Jennifer Atkinson, the teen population in rural areas is among the least likely to buckle up. "Taking time to put on a safety belt can increase a person's chances of surviving a car accident by 40 to 50 percent," Atkinson said. "We have all heard teenagers make excuses about not buckling up because it is not cool. The goal of this program is to introduce the idea in a way accepted by teens, using the peer pressure factor to our advantage as we turn that excuse around."

The program begins with an

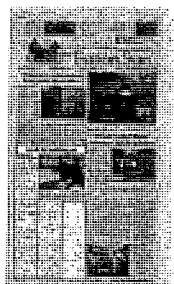
unannounced initial safety belt usage survey, conducted by coalition members. The results of that survey will be shared with students, faculty and administration during the all-school assembly where the program is introduced. This is followed by 21 Days worth of classroom curriculum designed to present the facts to students. At the same time, radio messages voiced by students and featuring safety belt statistics will air to drive home the message. Posters, banners and other items also will line the school hallways to remind students of the message, "Buckle up to Arrive Alive."

After 21 days have passed, South Central Region members will return to the high schools for a final survey to determine if safety belt usage has increased. Those caught buckling up will be presented with special 21 Days T-shirts.

"The goal, of course, is to increase the number of students and faculty who buckle up," Atkinson said. "The more people buckling up, the greater our chances of saving lives on Missouri's roadways."

For additional information, contact the MoDOT Customer Service Center, toll-free, at 1-888-ASK MoDOT (275-6636), email the center at d9csc@modot.mo.gov. Information about the Missouri Coalition for Roadway Safety South Central Region is available online at www.savemolives.com/southcentral.

Fulton Sun
Fulton, MO
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New Bloomfield¹³³ teens buck trend by buckling up

By ROGER MEISSEN
The Fulton Sun

NEW BLOOMFIELD — Sophomore Hanna Lechner is a seatbelt success story.

She spoke about a harrowing experience that left her Ford Explorer totalled and her body banged up to a crowd of parents and students at the school's Spring Fling Monday night.

Thanks to her seatbelt Lechner sustained no serious injuries. Her story highlights the importance of wearing seatbelts, and it serves as a model to why New Bloomfield won the Missouri Department of Transportation's Battle of the Belt Challenge.

Lechner lost control of her vehicle while driving home to Lake Mykee from school in New Bloomfield. She avoided hitting several vehicles, but eventually crashed into a Chevy Tahoe.

"My accelerator stuck and my vehicle would not stop," Lechner said. "I had to make a right-hand turn and hit a vehicle head-on.

"I know without my seatbelt I would have been thrown out of my vehicle. It was totalled, crushing my hood, shattering my windshield. With the speed of my vehicle, (my seatbelt) was the only reason I walked away from the crash."

The Spring Fling celebrates the school's success in its effort to save lives through seatbelt education. Kathy Carew, the school's resource officer, said almost 100 peo-

ple came out in support of the school and the students. The school's FCCLA chapter, FFA chapter, the high school band and SWAT (Students Working All Together) group worked together to make the event a success and provide hotdogs, ice cream, cookies.

"This is the first year," Carew said. "We got the money for it from the Missouri Department of Transportation. Now we're doing this and wanted to share with the community."

MoDOT awarded the school \$250 for the highest safety belt usage — 91.04 percent — in the central region of the state. More than 80 schools participated in the statewide challenge and were measured on overall seatbelt participation and increase in seatbelt wearing students after a six-week period.

Students in the SWAT group at new New Bloomfield spearheaded the job, which started in the school's parking lot.

"We had the SWAT team stand out there with clipboards and we counted the kids in their cars, seeing if they had their seatbelts on or not," Carew said. "Then we had an educational blast for six weeks. At the end of that we did another survey and the number increased to a percentage that we won a certain dollar amount."

Students completed surprise seatbelt checks in the parking lot twice to determine usage, according to a MoDOT press release.

Between the checks they used several avenues to educate their classmates. Carew said it's important for students to hear from their peers about this issue.

"They did posters, public service announcements and did public addresses over the intercoms within the school when the bell changes classes," Carew said. "Students get tired of always being told what to do by adults and don't hear you. It's what the kids would say (about seatbelts) and not the adults so I think it's heard more."

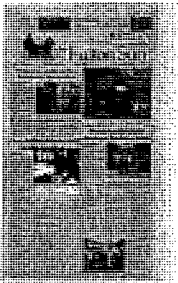
A recent MoDOT study found that only 61 percent of Missouri teenagers wear seatbelts. In the past three years, almost 400 teenage drivers have died and 72 percent of those were not buckled up.

The Battle of the Belt program is sponsored by the Missouri Coalition of Roadway Safety, American Family Insurance, and the Missouri Chapter of the American College of Emergency Physicians. Matt Myers, central region coordinator for MCRS and MoDOT District Traffic Engineer, presented the \$250 award at New Bloomfield on April 2.

"These students are helping us spread the word to get their peers to buckle up," Myers said. "We are very proud of them for taking charge of their cars and being part of this program."



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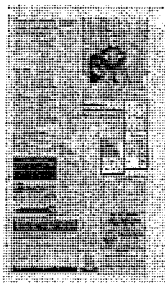


Contributed photo

New Bloomfield High School junior Jordon Gatton, left, assists concert guests at the information table, Monday during The Spring Fling. The event celebrates the school's success in its effort to save lives through seatbelt education.



Belle Banner
Belle, MO
Circ. 2227
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Law 133 enforcement agencies participating in teen safety belt campaign

Law enforcement agencies around the state will be participating in an enforcement campaign March 28 - April 13, focusing on reducing injuries and deaths among young drivers on Missouri roadways.

Enforcement is coupled with an aggressive media advertising campaign for teens. The campaign uses realistic, chilling images coupled with a "Never Made It" message to convey the potential consequences of not buckling up.

"Our young drivers are a high-risk age group," said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. "It's imperative that we all work together to change this alarming reality."

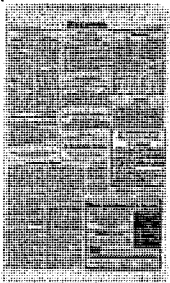
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133 Law Enforcement Agencies Participating in Teen Safety Belt Campaign

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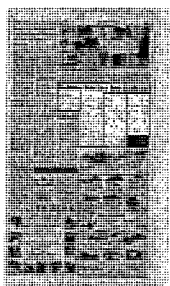
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Washington
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133 Students Win Seat Belt Challenge

By Dana Volkman
Missourian Staff Writer

Three St. Francis Borgia Regional High School students were recognized by the Missouri Department of Transportation (MoDOT) last month for their efforts in the "Battle of the Belt Challenge."

The competition included a storyboard and video contest encouraging teens to buckle up.

Thomas "Tippy" Matthews and Jared Kleekamp were awarded a \$500 check from MoDOT, for a 32-second storyboard entry.

According to coordinator Kathy Wright, the story depicts a teenage boy going through his day without his head. The last frame encourages teens to use their head by buckling up.

Nathaniel Calvert also won third place in the 31-second video essay contest.

His video, featuring the life and death of a former SFBRHS student, Justin Brune, expressed the importance of seat belt usage. The video included Brune's mother and his actual voice.

"This really hit home for a lot of us who knew Justin," Wright noted. "A lot of students really took this seriously."

The winners said they are proud of their accomplishments.

"With two different, state-wide competitions, it's great to have two category winners from Borgia," said Calvert. "Hopefully the video and storyboard has an impact on students."

Battle of the Belt also included a competition between more than 80 participating high schools.

Two unannounced seat belt checks were held at each school's campus to tally the number of students who were wearing their seat belts.

Awards were given to the school with the highest percentage of students buckled up along with the school that had the most increased usage of seat belts among their students.

The competition ran Sept. 7, through Dec. 31, 2007.

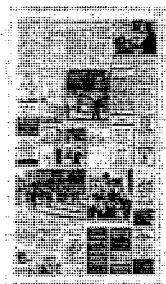
"Battle of the Belt is a fun challenge for students that can save lives," said Leanna Depue, Missouri Coalition for Roadway Safety. "It's vital to impress teens with the importance of wearing their seat belt so they don't become a tragic statistic."

Bob Coleman, Tom Holdmeier and Rob Vossbrink, local American Family Insurance agents, sponsored the event.

For more information or to view the winning videos and storyboards, visit www.saveMOyouth.com or www.saveMOLives.com.



Hannibal
Courier Post
Hannibal, MO
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133
**Silex cheerleaders
support safety**

TROY - Area cheerleading squads are helping to share the important message of highway safety by performing "Arrive Alive" cheers at local sporting events and throwing t-shirts and bracelets into the crowd.

Recently, the Owl cheerleaders from Silex shouted the cheer to more than 100 spectators at local basketball games between Silex and Clopton.

"We are so pleased that these students are taking a lead in helping remind teenage drivers to buckle their seat belts and practice safe driving habits," said Kim Biondo, Northeast Regional Blueprint outreach coordinator.

Lake Gazette
Monroe
City, MO
Circ. 2394
From Page:
18
4/5/2008
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MHS Students recognized for wearing seat belts

The Monroe City R-1 High School Panthers were recognized for improvement in using safety belts while driving during a special assembly held Friday at the school.

The school won the Northeast Missouri Region's Battle of the Belt competition for the most improved usage rate of 100 participating schools. Through different competitions, the students increased their usage 7.37 percent to 73 percent, well above the statewide average. The educational program involved an initial surprise safety belt check of students, followed by a peer-designed educational blitz and a final surprise safety check to see if behavior had changed.

J.R. Derksen, American Family Insurance agent in Monroe City, presented a \$250 check to the student body as part of the Missouri Coalition for Roadway Safety's programs encouraged to increase seat belt usage among high school drivers. American Family sponsored the program locally.

This was the first time that Monroe City had participated in the Battle of the Belt, a statewide program. Monroe City students' seat belt usage is 20 percent higher than the statewide average, said Marissa Brown of MoDOT.

She dispelled myths that air bags alone are good protection in accidents. She said the survival rate for accident victims without a seat belt, but with an air bag is only 12



J.R. Derksen, American Family agent, Student Council sponsor Jennifer Hays, Student Council members Lexie Hays, Karen Butkovich and Kristen Elsberry participated in the program to recognize Monroe City students for improving their seat belt usage.

percent. "If you think that airbag is going to save your life, it won't," she said.

She noted that there were fewer accidents on Missouri roads last year, but the highest rate of accidents continues to be among teenagers. More than 990 people were killed in auto accidents last year, and 70 percent of those were not wearing a seat belt.

She said that the main cause of accidents in the state is "not paying attention" which includes cell phone usage while driving, talking to other passengers, or just not being vigilant. "You might be a good driver," she said, "but you're still inexperienced."

Police Chief Rick Stone congratulated the student body on the improvement. He noted that he had seen too many accidents

in his career in which the drivers and passengers were thrown out of the vehicle because they were not wearing a seat belt.

"At your age, you think you're invincible," he said. "You're not."

Derksen said he was glad to see the pride displayed by the school students. He said that injuries heal quicker in those who are wearing a set belt. He said as a parent, he knows how important it is for drivers to wear their seat belt, noting that there is nothing worse for parents than to get a call in the middle of the night that there has been an accident.

"Wear your seat belt for the people in your life who care for you," Derksen said. "Wearing your seat belt is a way of showing your love."

MISSOURI

Annual Report 2008

PROJECT TITLE:

Creative Services

PROJECT NUMBER:

08-PT-02-09

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Motorists in Missouri

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

This funding would be used to hire a strong and creative public information or marketing agency who understands the importance of reaching Missourians with safe driving messages. Creative work produced could include television and radio spots, posters, billboards, online banners, etc.

PROBLEM IDENTIFICATION:

It takes a strong marketing message to reach Missouri motorists about the importance of buckling up, driving sober, etc. In December, the Highway Safety Division is planning to increase efforts to educate motorists on the dangers of impaired driving. This is one of the possibilities where the Division may need the help of professional creative services for clever and convincing advertising spots. Other uses may be for new advertising for several upcoming young driver programs, such as 1-866-MUST-B-21 and Battle of the Belt., and Missouri-specific messages for the annual Click It or Ticket campaign.

GOALS AND OBJECTIVES:

Use the funds to pay for creative advertising and campaigns to reach Missourians with the messages regarding safe driving -- occupant protection, impaired driving, work zone safety, etc.

RESULTS:

This grant was successfully used for compelling creative ads warning against impaired driving.

Five "Officer McNabb" radio spots were created. Three of these were holiday specific - Christmas, St. Patrick's Day, and Independence Day. Two of the ads are generic and can be used year-round. These ads have been especially helpful and frequently run during the quarterly enforcement periods, which are centered around the holidays mentioned above.

In addition, multiple television ads were created using a play on the words "Mug" and "Shot." Each ad shows the traditional mug of beer and shot of alcohol, and how they can ultimately result in a person's mug shot at a police station.

Each ad is included with this report for review.

FUNDING:

402 : \$100,000.00

HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

MISSOURI

Annual Report 2008

PROJECT TITLE:

Work Zone

PROJECT NUMBER:

08-PM-02-02

PROGRAM AREA:

Police Traffic Services

JURISDICTION SIZE:

5,000,000

TYPE OF JURISDICTION:

Statewide

TARGETED POPULATION:

Missouri Motorists

AGENCY NAME:

Highway Safety Division

AGENCY CONTACT:

Dr. Leanna Depue

PROJECT DESCRIPTION:

This funding would contribute to MoDOT's annual awareness campaign and used for media placement for television, radio and billboards. The goal is to reduce the number of fatalities and disabling injuries by increasing public awareness about the dangers in work zones.

PROBLEM IDENTIFICATION:

Work Zone awareness is especially important to employees of MoDOT and their families. It is important for all motorists to remember to look out for the workers on the highway and prevent tragedies due to inattention, speeding, etc. It is important to reinforce the message to motorists to slow down and Drive Smart in work zones.

In 2006, 19 people were killed in work zones in Missouri, and 104 suffered a disabling injury.

GOALS AND OBJECTIVES:

Decrease injuries and fatalities in Missouri Work Zones. Increase awareness for Missouri motorists to slow down and travel safely in work zones.

RESULTS:

Work Zone Awareness Week was April 7-11. As part of National Work Zone Awareness Week, a kick-off event was held at the Missouri State Capitol and buildings across the state were lit orange. A statewide press release was sent asking motorists not to barrel through work zones as the construction season was getting underway.

2008 marks the second year the Missouri Department of Transportation memorialized its fallen highway workers and created awareness for work zones by lighting Missouri orange. MoDOT also used the awareness week as a way to educate people about the upcoming construction season and urged them to be cautious while driving through work zones.

MoDOT worked with TrueMedia and Learfield Communications to purchase advertising for the work zone campaign. A summary of the media purchase is attached.

Creative work for the campaign included billboards, posters, fliers, payroll stuffers, Internet ads and radio spots. The creative featured the orange lights, barrels and a radio spot with Rep. Neal St.

Onge and Senator Bill Stouffer. Advertising ran with both the St. Louis Cardinals and the Kansas City Royals radio networks throughout the summer.

Other activities for work zone awareness include updates to a work zone landing page on www.modot.org, as well as www.saveMOlives.com, as well as a display at the Missouri State Fair.

FUNDING:

402 : \$100,000.00

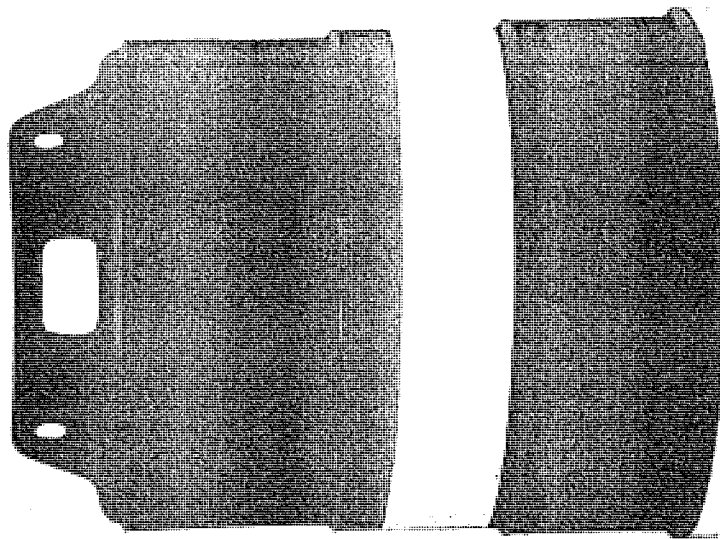
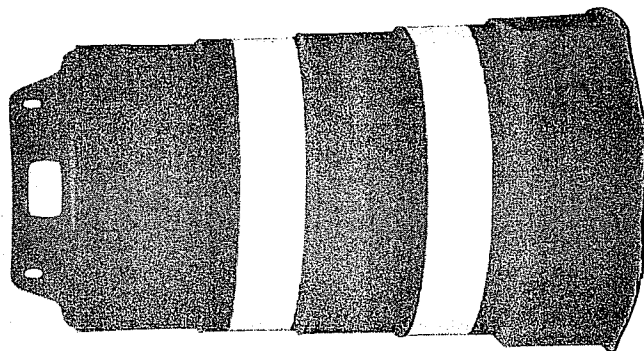
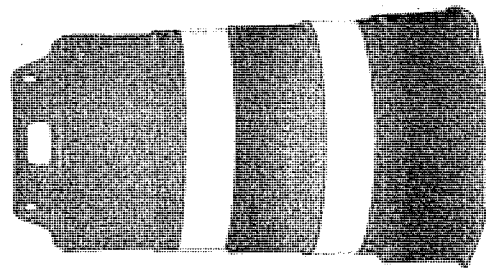
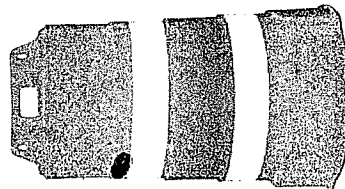
HS CONTACT:

Laura Holloway
2211 St. Mary's Blvd
P.O. Box 270
Jefferson City, MO 65102
573-751-4161

Don't barrel through

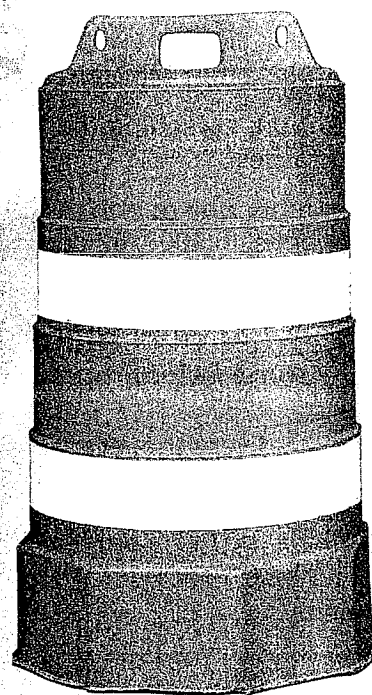
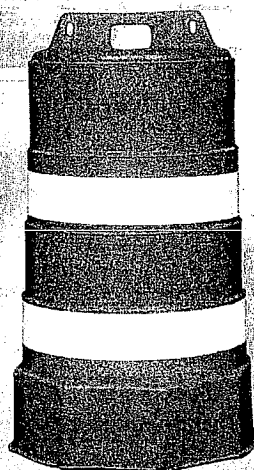
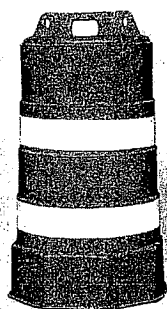


Work Zones!



Don't barrel through

Work Zones!



Drive Smart in work zones to Arrive Alive.



Missouri Department of Transportation
888-ASK-MoDOT (275-6636)
www.modot.org

Don't barrel through work zones!

In 2008, MoDOT will continue working toward improving 5,600 miles of roadway by the end of 2011, which will bring 85 percent of Missouri's roadways up to good condition. Called Better Roads, Brighter Future, the program targets highways carrying 80 percent of all traffic on the state highway system – that's 103 million miles traveled a day. These improvements mean many work zones across the state. We can manage our work zones, but we need your help to keep work zones safe. Thank you for driving smart.

- In 2007, 5 people were killed and approximately 800 people injured in work zones.
- This is a 74% decrease in deaths from 2006 when 19 people were killed. Thank you for driving smart!
- Between 2002 and 2006, 113 people were killed and 6,582 people were injured in Missouri work zones.
- Since 2000, eight MoDOT employees have been killed in work zones.
- Inattention, exceeding the speed limit and following too closely are the leading causes of work-zone crashes.
- The number one reason people die in traffic crashes in work zones and elsewhere is failure to wear safety belts. In 2007, 67 percent of vehicle occupant fatalities were not wearing a seat belt.

Drive Smart in work zones to Arrive Alive

Here are some helpful tips:

Buckle Up! – Every trip, every time – safety belts save lives.

Stay Alert! – Dedicate your full attention to the roadway.

Follow signs! – They'll guide you through work zones safely.

Expect the Unexpected! – Watch for flaggers, workers and equipment.

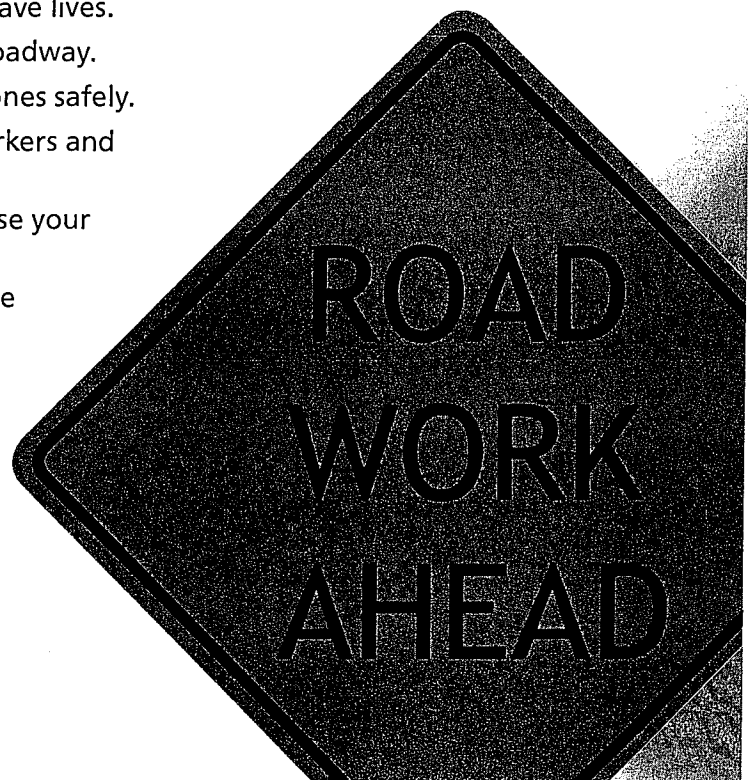
Pay Attention! – Turn the radio down and don't use your cellular phone.

Be Patient! – Remember workers are improving the road for future travels.

Don't Speed! – Follow posted limits and adjust for weather conditions.

Don't Drink and Drive! – Impairment of any kind is unacceptable.

Be Nice! – Merge as directed, don't tailgate and don't change lanes in a work zone.

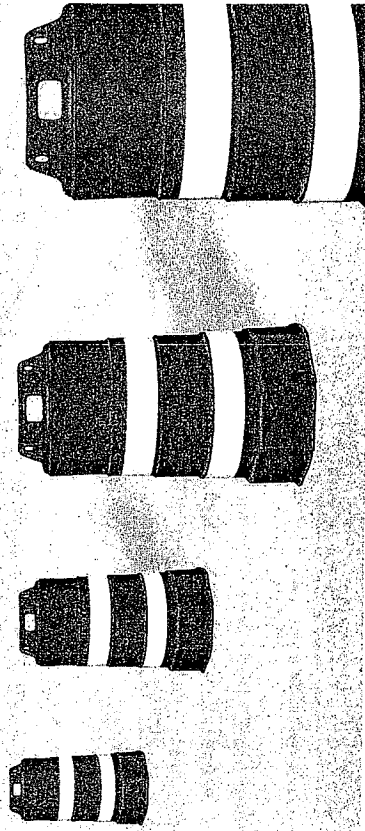


Missouri Department of Transportation
888-ASK-MoDOT (275-6636)
www.modot.org

Don't barrel through Work Zones!



Drive Smart in work
zones to Arrive Alive.



Don't barrel through work zones!

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888-ASK-MoDOT
(888-275-6636)
www.modot.org

n e w s

Missouri Department of Transportation



2007 Missouri Quality Award Winner



For more information, contact Sandy Hentges or Melissa Black, (573) 526-4141.

Release available @
www.modot.org

March 27, 2008 – For immediate release

No. 00X

Drivers Reminded Not to Barrel Through Work Zones

Buildings and Landmarks Lit Orange to Promote Work Zone Awareness Week

JEFFERSON CITY – Too many Missouri Department of Transportation employees can tell harrowing stories of near misses in work zones and accidents that left them in the ditch, on top of their truck or in the hospital. One message these workers have for Missouri motorists is: “When you see orange signs, they are there for a reason. Slow down and be alert.”

As highway construction again gears up for the year, MoDOT is working to prevent work zone accidents by reminding motorists, “Don’t Barrel Through Work Zones.” Billboard and radio advertising throughout the state will carry that message through the construction season.

MoDOT is also sponsoring *Operation Orange* for the second year to increase work zone awareness and honor fallen workers by lighting state landmarks orange during Work Zone Awareness Week, April 7-11. In addition to MoDOT buildings statewide, other facilities that will be lit orange include the Six Flags Ferris Wheel, the St. Louis Science Center, the Boone County Courthouse, the Shelter Insurance Gardens in Columbia, the North Kansas City City Hall and the East Hills Library in St. Joseph. More information about Operation Orange can be found at www.modot.org/operationorange.

“Work zone deaths and injuries are preventable,” MoDOT Director Pete Rahn said.

“Most often they are caused by inattention. We need drivers to be alert.”

Education and enforcement efforts, along with improved engineering measures, appear to be paying off. In 2007, five people were killed in work zones, a 74 percent decrease from 2006

when 19 people were killed. Work zone injuries decreased more than 60 percent. There were approximately 800 people injured in 2007 work zones, compared to 1,190 in 2006.

According to Missouri statistics, most work zone crashes are caused by inattention, excessive speed and following too closely. Motorists are the ones most likely to be killed or injured in a work-zone crash.

Work zones will be all over the state again this year as MoDOT continues its *Better Roads, Brighter Future* initiative. The plan calls for improvements on 5,600 more miles of major roadways by 2011 and will bring 85 percent of Missouri's roadways up to good condition.

The *Better Roads, Brighter Future* program targets highways carrying 80 percent of all traffic on the state highway system—that's 103 million miles traveled a day. When the program is complete at the end of 2011, the improved roads will prevent approximately 85 disabling injuries and save 10 lives every year.

Beginning this year, crews will also be working hard on the Interstate 64 construction project in St. Louis, as well as the kcICON project to improve Interstate 29 and Interstate 35 in north Kansas City, including a new Christopher S. Bond Bridge. Work will also begin on the Safe and Sound Bridge Improvement Program, which will improve 800 bridges over the next five years.

For more information about construction projects statewide or to access the 2008 statewide construction map, visit www.modot.org or call 888-ASK-MODOT (275-6636).

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MISSOURI DEPARTMENT of TRANSPORTATION
 WORK ZONE
 2008 RADIO POST SUMMARY
 4/7/08-4/20/08, 5/19/08-6/1/08, 6/30/08-7/13/08 & 8/18/08-8/31/08

<u>Market</u> <u>RADIO</u>	<u>Station</u>	<u># Paid</u> <u>Spots</u>	<u># PSA</u> <u>Spots</u>	<u># Total</u> <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>Men 18-24</u> <u>Final</u> <u>Est. TRPs</u>	<u>Men 18-24</u> <u>TOTAL</u> <u>TRPs</u>	<u>Index</u> <u>Total vs. Est.</u>	<u>Men 18-24</u> <u>TRP Delivery From</u> <u>Men 25-54 Buy</u>	<u>Men 18-24</u> <u>TOTAL</u> <u>TRPs</u>
Columbia	KBBM, KCMQ, KOQL	320	0	320	\$ 5,888.00	\$ 5,004.80	\$ 5,455.23	601.6	547.0	91%	278.4	825.4
Cape Girardeau	KEZS	104	104	208	\$ 4,256.00	\$ 3,617.60	\$ 3,943.18	No ratings available				
Joplin	KJML	160	40	200	\$ 3,400.00	\$ 2,890.00	\$ 3,150.10	616.0	570.0	93%	259.2	829.2
Kansas City	KCHZ, KPRS, KRBZ	433	102	535	\$ 20,880.00	\$ 17,748.00	\$ 19,345.32	629.6	446.3	71%	403.0	849.3
Springfield	KQRA	128	0	128	\$ 4,960.00	\$ 4,216.00	\$ 4,595.44	619.2	258.7	42%	193.5	452.2
St. Louis	KPNT	224	48	272	\$ 30,480.00	\$ 25,908.00	\$ 28,239.72	620.8	493.6	80%	362.2	855.8
	GRAND TOTAL	1,369	294	1,663	\$ 69,864.00	\$ 59,384.40	\$ 64,729.00					

<u>Market</u> <u>RADIO</u>	<u>Station</u>	<u># Paid</u> <u>Spots</u>	<u># PSA</u> <u>Spots</u>	<u># Total</u> <u>Spots</u>	<u>Final</u> <u>Gross</u> <u>Cost</u>	<u>Final</u> <u>Net</u> <u>Cost</u>	<u>Final</u> <u>MODOT</u> <u>Cost</u>	<u>Men 25-54</u> <u>Final</u> <u>Est. TRPs</u>	<u>Men 25-54</u> <u>TOTAL</u> <u>TRPs</u>	<u>Index</u> <u>Total vs. Est.</u>	<u>Men 25-54</u> <u>TRP Delivery From</u> <u>Men 18-24 Buy</u>	<u>Men 25-54</u> <u>TOTAL</u> <u>TRPs</u>
Columbia	KCLR, KSSZ	288	0	288	\$ 9,864.00	\$ 8,384.40	\$ 9,139.00	624.0	497.1	80%	450.6	947.7
Cape Girardeau	KGMO	96	0	96	\$ 4,096.00	\$ 3,481.60	\$ 3,794.94	No ratings available				
Hannibal	KICK	120	24	144	\$ 1,680.00	\$ 1,428.00	\$ 1,556.52	No ratings available				
Joplin	KMXL, KXDG	248	15	263	\$ 6,804.00	\$ 5,783.40	\$ 6,303.91	600.0	670.2	112%	164.0	834.2
Kansas City	KCFX, KQRC, WHB	405	243	648	\$ 41,315.00	\$ 35,117.75	\$ 38,278.35	620.9	805.4	130%	481.8	1287.2
Kirksville	KTUF	120	24	144	\$ 3,048.00	\$ 2,590.80	\$ 2,823.97	No ratings available				
Springfield	KXUS, KSGF, KUPH	399	184	583	\$ 8,140.60	\$ 6,919.51	\$ 7,542.27	618.1	451.4	73%	110.4	561.8
St. Joseph	KSJQ	120	32	152	\$ 4,368.00	\$ 3,712.80	\$ 4,046.95	No ratings available				
St. Louis	KSHE, WARH, KFTK	474	92	566	\$ 46,280.00	\$ 39,338.00	\$ 42,878.42	619.2	687.7	111%	240.8	928.5
	GRAND TOTAL	2,270	614	2,884	\$ 125,595.60	\$ 106,756.26	\$ 116,364.32					

SPORTS MARKETING

Kansas City Royals								
Radio Sponsorship	Royals Radio Network	184	184	368	\$ 57,176.46	\$ 48,599.99	\$ 52,973.99	No ratings available
St. Louis Cardinal								
Radio Sponsorship	KTRS	81	160	241	\$ 80,994.11	\$ 68,844.99	\$ 75,041.04	No ratings available
GRAND TOTAL		265	344	609	\$ 138,170.57	\$ 117,444.98	\$ 128,015.03	
COMBINED GRAND TOTAL		3,904	1,252	5,156	\$ 333,630.17	\$ 283,585.64	\$ 309,108.35	

Other Elements/Comments

Billboard sponsorships, Internet Streaming

Internet Streaming

Billboard Sponsorships

Other Elements/Comments

Billboard sponsorships

Internet Streaming

Internet Streaming

Billboard Sponsorships

Billboard Sponsorships

***Missourians are hearing
your message!***

***Listen to it on the
Missourinet...***

Missourinet

Missouri Department of Transportation 2008 Workzones

- Targeted :30 radio spots aired for seven weeks
- 140 network spots aired the weeks of April 7, May 19, May 26, June 9, June 30, Jul 28, August 25, and September 1, 2008.
- Spots aired on 58 Missourinet affiliated radio stations.
- All spots aired Monday-Friday, 6 a.m. – 7 p.m., during radio's primetime
- A banner was placed Missourinet.com throughout the radio schedule at no charge.
- Audience Estimates for this campaign (persons 18+, 8 weeks, 145 messages):

Reach: 684,700

(the number of different people who hear your message)

Frequency: 7.9

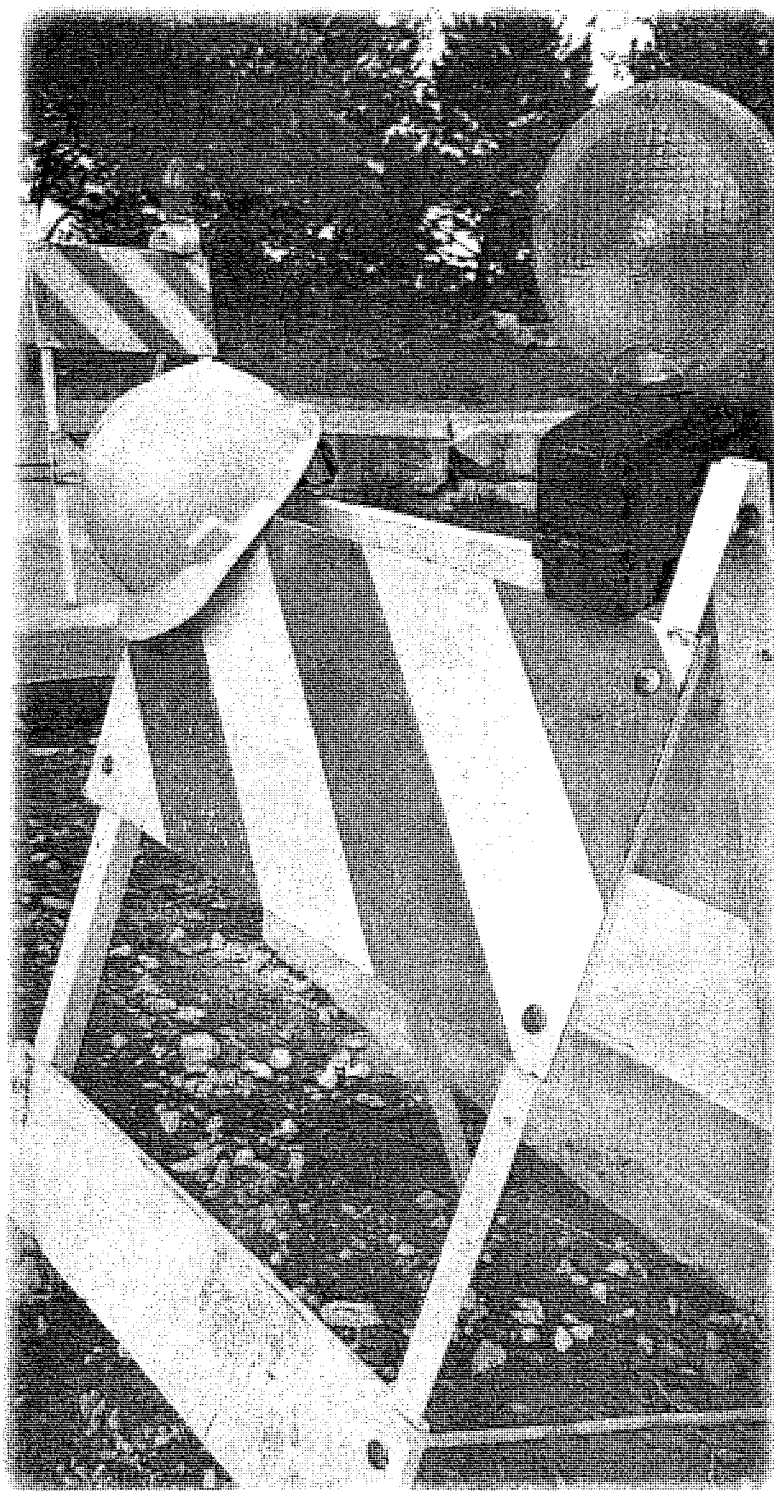
(the number of times each person hears it)

Gross Impressions: 5,408,500

(the number of different times your message is heard)

- 5 bonus network spots aired the weeks of June 9 and June 30, 2008, at no charge.

Investment: \$50,400 net



Missouri Department of Transportation









Kids' Zone



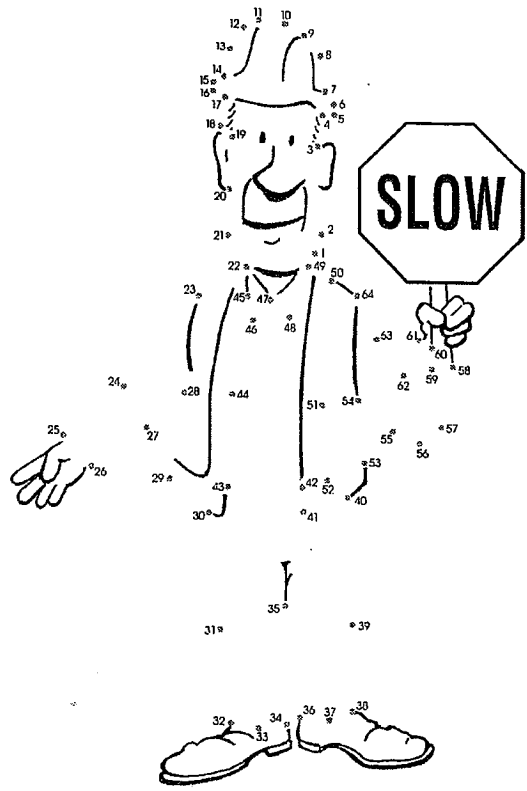
Road Sign Shapes

Signs use a combination of shape, color, words and pictures to tell you what to do while you're on the road. See if you can match up the correct shape to its meaning.

- _____ This sign means stop. Always let other vehicles, pedestrians or bicyclists pass if they are in your path.
- _____ This sign means to slow down and let vehicles crossing your path go by. If necessary, stop before going ahead.
- _____ This sign warns you of a no-passing zone and will be on the left-hand side of the road.
- _____ This sign uses words and pictures to alert you to special road hazards.
- _____ This sign marks school areas and school crossings.
- _____ This sign marks railroad crossings. A number sign underneath tells you how many sets of tracks you will cross.
- _____ This sign gives you early warning of railroad crossings.
- _____ This sign is regulatory when it's vertical. It gives you directions or tells you about services you may want, when it's horizontal.

- A 
- B 
- C 
- D 
- E 
- F 
- G 
- H 

answers on opposite side



Make Me Complete

Connect the dots and color me

Work Zone Word Search

Find the words in the grid. When you are done, the unused letters in the grid will spell out a hidden message. Pick them out from left to right, top line to bottom line. Words can go horizontally, vertically and diagonally in all eight directions.

DRIVESAFELYSLAVOMERWONSI
 NWORKZONESKMTNFCPVRGZXQF
 TYLXFPWYTCCCYLCPFPYKRLF
 DTSERUSOLCENALMMMHRHCNFK
 KSWLKEMYIELDKEDIESREKROW
 FEBLRLDXVXSPPSNNLFBVWLLH
 YVAJXKMKQGTTELODVTDLJNS
 AERDCWHVBUNSZALRXENMFTP
 WGRDDUTARNOJKIGNNOSEKAK
 HNIMLBRKECVQRXRYNAKPSYQ
 GAEHODRXFNOLFHMOGOMDNSAN
 IRRKRWPNLWHNKFIRITRUJWYLT
 HOTADEINAKJTKJSCODRNOEJ
 HWIQCXYNGTBWDWPRKYMGTRRM
 RLOHTLVGMAINTENANCERRTK
 JTELEXDLEXDRIVESAFELYZIT
 KDHFVLMRIAPERVCNEGREMPEP
 BZAQMDEMFDETOUSPMQNQLLR
 CSTMRRZBNOITCEPSNIEGDIRB
 XMFPGCONSTRUCTIONPPDNDT
 WGJEHKNNZRUTILITYWORKDGB
 LFFWECNEITAPNFHLBNTTBNCJ
 QFXMNDRIVECOURTEOUSLYPXM
 QKZZKKMVKNTHGINDNAYADYFW

- | | | |
|-------------------|----------------|--------------|
| Barrier | Flagger | Signs |
| Bridge inspection | Guardrail | Slow |
| Buckle up | Highway | Snow removal |
| Cones | Lane closures | Speed limits |
| Construction | Maintenance | Stay alert |
| Day and night | Merge | Stop |
| Detours | Motorists | Unexpected |
| Drive courteously | Mowing | Utility work |
| Drive safely | Orange vest | Workers |
| Emergency repair | Patience | Work zone |
| End road work | Plan your trip | |
| Fines | Safety | |

Roadways Keep Missouri Moving Drive Smart in Work Zones



Missouri Work-Zone Safety Tips

Here are some helpful tips:

- Buckle Up! - Every trip, every time - safety belts save lives.
- Stay Alert! - Dedicate your full attention to the roadway.
- Follow Signs! - They'll guide you through work zones safely.
- Expect the Unexpected! - Watch for flaggers, workers and equipment.
- Pay Attention! - Turn the radio down and don't use your cellular phone.
- Be Patient! - Remember workers are improving the road for future travels.
- Don't Speed! - Follow posted limits and adjust for weather conditions.
- Don't Drink and Drive! - Impairment of any kind is unacceptable.
- Be Nice! - Merge as directed, don't tailgate and don't change lanes in a work zone.



Contact Information for MoDOT and FHWA

◆ 1-888-ASK MODOT (275-6636)
www.modot.org

◆ www.fhwa.dot.gov (573) 636-7104
safety.fhwa.dot.gov



Missouri Department
of Transportation



U.S. Department of Transportation
Federal Highway Administration

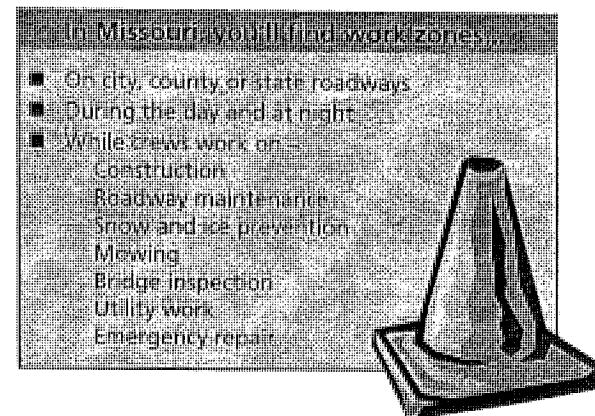
*FHWA and MoDOT value you, the traveler. We'd like you to
keep coming back, so please Drive Smart and Arrive Alive.*

*Statewide and district construction maps are available online.
For a list of current construction projects, contact MoDOT.*

Answers to Road Sign Shapes: 1F, 2C, 3H, 4D, 5B, 6E, 7A, 8G

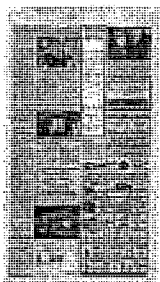


www.modot.org/workzones





Ste. Genevieve
Herald
St
Genevieve, MO
Circ. 4619
From Page:
16
4/9/2008
13987



MoDOT Work Zone Safety¹³³ Assemblies At Valle, St. Agnes

Students at St. Agnes School and Valle Catholic Grade School will see work zone safety assemblies by Missouri Department of Transportation (MoDOT) staff during Work Zone Safety Week (April 7-11).

First-place winners of the department's annual Work Zone Safety Poster and Coloring Contest received the assemblies for their schools. MoDOT also will be making award presentations at the assemblies.

This year, 12 schools and 33 daycares participated in the contest.

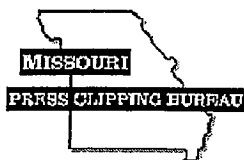
Christian Kiefer of St. Agnes School was the first-place winner in the age 2-3 division of the coloring contest. The MoDOT assembly for the school will take place Friday, April 11 at 9 a.m.

Fifth grader Abigail Fischer and sixth grader Vanessa Roth of Valle Catholic Grade School took first place in their respective divisions of the poster contest. The MoDOT assembly for their school will take place Friday, April 11 at 1 p.m.

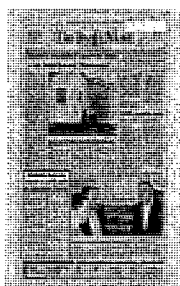
In addition to the assemblies, one grand-prize winner was selected from among the first place winners to have their artwork displayed on a roadside billboard to educate motorists on the importance of work zone safety.

Vanessa Roth will have her winning poster displayed on a billboard along southbound Interstate 55 near mile marker 144 in Ste. Genevieve County.

(Editor's note: More on the MoDOT contest and assemblies for St. Agnes and Valle Catholic schools will be in a future edition of the Ste. Genevieve Herald.)



Nevada Daily
Mail
Nevada, MO
Circ. 2500
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4/1/2008
14245



³⁰ Missouri Highway ¹³³ Patrol to participate in Operation Orange

Nevada Daily Mail

Colonel James F. Keathley, superintendent of the Missouri State Highway Patrol, would like to make the public aware of National Work Zone Safety Awareness Week, April 7-11, 2008. During that week, the Patrol's General Headquarters and any troop headquarters with outdoor lighting will use orange, rather than white lights. Operation Orange, as it is being called, is meant to remind motorists of the need to drive safely in highway work zones.

As warm weather approaches, the Missouri Department of Transportation will take advantage of warm, dry weather to repair Missouri's roadways across the state. Those traveling regularly through Missouri are familiar with the orange road construction barrels, work zone signs and flagmen. While travelers might be slightly inconvenienced by delays due to construction, remember: Those crews are improving the roadways for safer, easier travel.

The Missouri State Highway Patrol wants to remind drivers

to pay special attention when approaching and driving through road construction areas.

Preliminary 2007 statistics indicate six people were killed and 782 people were injured in 2,399 traffic crashes involving construction zones.

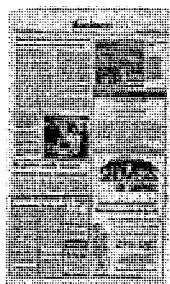
The top two contributing factors for traffic crashes are speeding and inattention. Drivers should always obey the posted speed limits, especially in road construction areas. Failing to do so puts themselves and road crew personnel in danger. Due to narrowed lanes, drivers do not have anywhere to drive and little time to react in order to avoid a traffic crash if the vehicle in front of them stops suddenly.

"Driving is a full-time job," said Colonel Keathley. "Please pay attention and obey the lower speed limits you encounter in construction zone areas. The Missouri State Highway Patrol will hold special enforcement projects focused on construction zone safety throughout 2008."

County:
Vernon

14245-04-01_1002

Cuba Free
Press
Cuba, MO
Circ. 3700
From Page:
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4/10/2008
19630



MoDOT to observe Work Zone Awareness Week April 7-11¹³³

There are plenty of dangerous jobs in today's market but you might not think of highway workers as being among the most at risk each time they are on the job. Working only inches from fast-moving vehicles, heavy equipment and other hazards, these individuals often put their lives on the line to provide safe travel ways for motorists.

The crews of the Missouri Department of Transportation (MoDOT) will celebrate National Work Zone Awareness Week, April 7-11, 2008. The observance is designed to bring attention to the need for motorist and worker safety in areas of road construction. Joining MoDOT, by displaying orange light in observance of the week, are West Gate GMAC Real Estate and Great Rivers Distributing in West Plains, Mo., and the Holiday Inn Express in Rolla, Mo.

According to MoDOT South Central District Engineer Tom Stehn, inattention, speeding and following closely behind other vehicles all contribute to

dangers in work zones. "We are asking motorists to provide the final piece to the work zone safety puzzle," he said. "Our crews are trained in safety. We take extra steps to properly sign and set up our work zones. Now we ask that

motorists obey the warning signs, merge early and use caution while driving closely to equipment and crew workers."

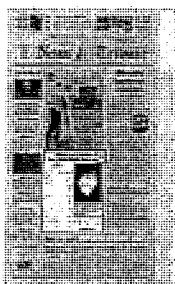
While too many MoDOT lives are lost in work zones, keeping drivers safe is important as well. "Not all work zone fatalities are highway workers," Stehn said. "Crashes can result when drivers react too late or choose to ignore warnings."

Stehn pointed out there are more than just orange barrels and equipment within the boundaries of a work zone. "Our employees put their lives on the line to improve Missouri roads and increase safety on a daily basis," he said. "There are plenty of dangers in the most ideal situations. When you add driver inattention or speeding to the equation, the results can be tragic. Both

MoDOT employees and the traveling public have the right to a safe work zone environment."

For additional information regarding this or other transportation-related topics, call the MoDOT Customer Service Center, toll-free, at 1-888-ASK MoDOT (275-6636). Customers also may email the center at d9csc@modot.mo.gov. Transportation information is available online at www.modot.org/southcentral.

Jefferson City
News Tribune
Jefferson
City, MO
Circ. 19483
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4/8/2008
14205



Officials urge motorists: ¹³³ 'Don't barrel through work zones' ²⁴⁰

By Bob Watson
bwatson@newstribune.com

Some of the orange soda "fountains" fired a little early, almost soaking state Transportation Director Pete Rahn with an orange spray — while he still was explaining why 14 school children were creating the sprays by dropping 210 pieces of Mentos candy into 42 two-liter soda bottles.

"What we have is tremendous news from 2006 to 2007 — we had 14 fewer fatalities in our work zones last year," Rahn said. "We wanted to do something to celebrate 14 saved lives.

"We wanted, in an unusual way, to make the point about orange and its relationship to our work zone safety theme."

Orange is the color of the construction barrels, cones, safety vests and signs that mark work zones along Missouri's streets and highways.

Rahn said the numbers show a 74 percent decrease in work zone fatalities.

"In 2007, we had only five (work zone) fatalities — but that's still five too many," he said. "We need to reach zero fatalities — and that's only going to happen when the people driving through our work zones choose to not barrel through them."

Rahn and others repeated the three main causes of work zone accidents: inattention, speed and following other



A work zone safety event Monday evening in the Capitol area featured a hot air balloon glow, luminaria and other activities.

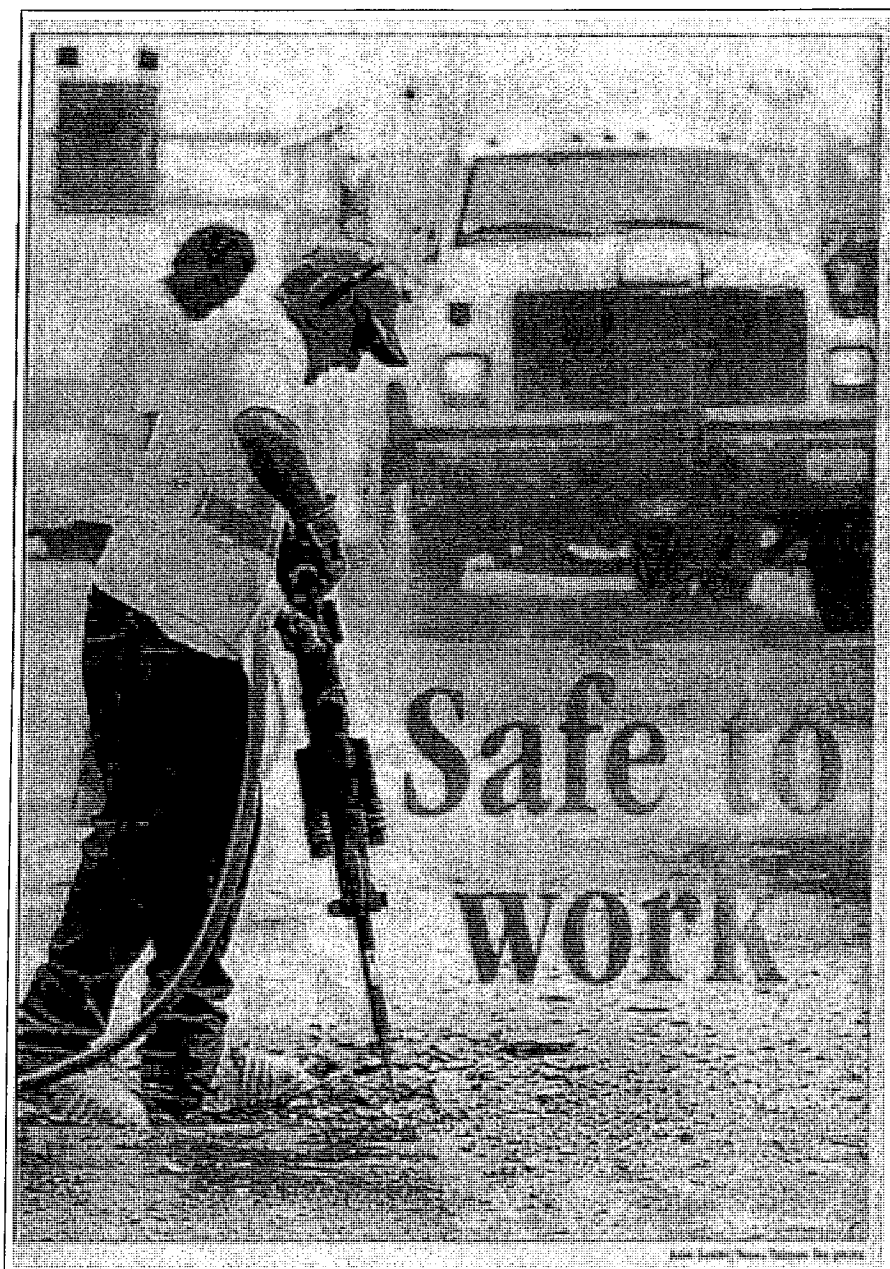
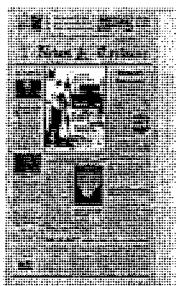
vehicles too closely.

Two rows containing 126 brown paper bags, containing lit orange candles, lined the short wall along West Capitol Avenue, fronting MoDOT's headquarters building.

Please see Safety, p. 3

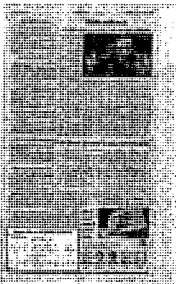


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Safety: Push on for greater awareness

Continued from p. 1

The luminary display reminded those attending Monday night's program of each MoDOT employee killed while working for the state — including Jeffrey McBride, killed in December, and Joshua Slatten, who, Rahn noted, died "just three weeks ago ... as he was monitoring the floods that have been occurring in the state. And two days later, we had three children killed (while traveling) within our work zone on Highway 63 near Edgar Springs."

Highway Patrol Superintendent James Keathley added: "Last year, troopers spent 660 hours working special enforcement projects" in work zones.

"Last year, one driver was issued a summons for driving 94 miles an hour in a work zone," Keathley reported. "Troopers also stopped a driver who had nine warrants."

"He had avoided law enforcement for many years — until he was caught, speeding through a construction zone."

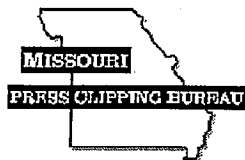
Missouri's fatality rate continues to drop this year, he

said.

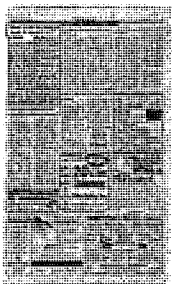
"Not being alert causes most of our accidents in work zones," Keathley said. "So, be alert, be attentive and be lawful — or you will be ticketed."

Monday's Jefferson City program ended with a hot air balloon inflated on the Capitol's south lawn being lit up with an orange flame.

Seventy buildings and landmarks around the state are being turned orange this week to remind motorists of the need to drive slowly and safely through all work zones.



Salem News
Salem, MO
Circ. 3900
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4/8/2008
18011



Work Zone Awareness Week is April 7-11¹³³

Department of Transportation

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MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-12	Arnold Police Department	Hazardous Moving Violation Enforcement	\$ 4,608.15
08-PT-02-13	Arnold Police Department	Occupant Protection	\$ 2,000.12
08-K8-03-07	Arnold Police Department	Sobriety Checkpoint	\$ 4,999.99
08-K8-03-200	Arnold Police Department	DWI Enforcement	\$ 5,308.15
08-PT-02-14	Ballwin Police Department	Hazardous Moving Violation Enforcement	\$ 4,032.00
08-PT-02-202	Barton County Sheriff Department	Hazardous Moving Violation	\$ 5,800.00
08-K8-03-201	Barton County Sheriff Department	DWI Enforcement	\$ 2,940.00
08-PT-02-15	Bellefontain Neighbors PD	Hazardous Moving Violation Enforcement	\$ 8,160.00
08-PT-02-16	Belton Police Department	Hazardous Moving Violation Enforcement	\$ 3,168.00
08-PT-02-17	Belton Police Department	Occupant Protection	\$ 1,584.00
08-PT-02-18	Belton Police Department	Speed Enforcement	\$ 5,544.00
08-K8-03-08	Belton Police Department	DWI Enforcement	\$ 2,640.00
08-K8-03-09	Belton Police Department	Sobriety Checkpoint	\$ 6,150.00
08-K8-03-11	Belton Police Department	STEP Checkpoint	\$ 2,376.00
08-PT-02-19	Blue Springs Police Department	Hazardous Moving Violation Enforcement	\$ 3,072.00
08-PT-02-20	Blue Springs Police Department	Occupant Protection	\$ 3,072.00
08-K8-03-12	Blue Springs Police Department	Sobriety Checkpoint	\$ 4,560.00
08-PT-02-21	Boone County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 12,950.40
08-K8-03-13	Boone County Sheriff Department	Sobriety Checkpoint	\$ 11,060.85
08-K8-03-14	Boone County Sheriff Department	Full Time Traffic Unit	\$ 51,578.07
08-PT-02-22	Bowling Green Police Department	Hazardous Moving Violation Enforcement	\$ 3,390.00
08-PT-02-23	Bridgeton Police Department	Hazardous Moving Violation Enforcement	\$ 9,616.80
08-PT-02-203	Buchanan County Sheriff Department	Enforcement of Emergency Warning	\$ 5,668.00
08-K8-03-15	Buchanan County Sheriff Department	Sobriety Checkpoint	\$ 5,544.00
08-PT-02-204	Camden County Sheriff Department	Hazardous Moving Violation	\$ 33,806.00
08-K3-05-200	Camdenton Police Department	CPS Law Enforcement	\$ 11,440.00
08-154-AL-62	Cape Girardeau County Sheriff Dept.	DWI Enforcement	\$ 4,105.50
08-PT-02-24	Cape Girardeau Police Department	Hazardous Moving Violation Enforcement	\$ 9,856.00
08-K8-03-16	Cape Girardeau Police Department	DWI Enforcement	\$ 14,980.00
08-K8-03-17	Cape Girardeau Police Department	Sobriety Checkpoint	\$ 3,150.00
08-SA-09-02	Cape Girardeau Safe Communities	Safety Communities Traffic Safety Program	\$ 108,436.15
08-SA-09-03	Cape Girardeau Safe Communities	Team Spirit Conference	\$ 132,499.00
08-PT-02-25	Cass County Sheriff Department	Speed Enforcement	\$ 2,520.00
08-PT-02-205	Cass County Sheriff Department	Hazardous Moving Violation	\$ 10,202.50
08-K8-03-18	Cass County Sheriff Department	Sobriety Checkpoint	\$ 4,500.00
08-K8-03-19	Cass County Sheriff Department	DWI Enforcement	\$ 3,600.00
08-PT-02-26	Chesterfield Police Department	Educational Projects	\$ 31,100.00
08-PT-02-27	Christian County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 7,504.64
08-K8-03-20	Christian County Sheriff Department	DWI Enforcement	\$ 7,504.64
08-PT-02-145	Clay County Sheriff Department	Hazardous Moving Violation	\$ 7,680.00
08-154-AL-63	Clay County Sheriff Department	Impaired Driving	\$ 7,680.00
08-PT-02-28	Cole County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 8,250.00
08-K8-03-202	Cole County Sheriff Department	Sobriety Checkpoint	\$ 12,198.00
08-K8-03-21	Columbia Police Department	DWI Enforcement	\$ 4,028.00
08-K8-03-22	Columbia Police Department	Sobriety Checkpoint	\$ 3,800.00
08-PT-02-29	Cool Valley Police Department	Hazardous Moving Violation Enforcement	\$ 2,000.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-30	Creve Coeur Police Department	Work Zone Officer	\$ 40,425.00
08-PT-02-206	Creve Coeur Police Department	Speed Enforcement	\$ 11,500.00
08-K8-03-24	Creve Coeur Police Department	Bat Van Maintenance	\$ 2,000.00
08-K8-03-23	Creve Coeur Police Department	Sobriety Checkpoint	\$ 9,500.00
08-PT-02-31	Crystal City Police Department	Hazardous Moving Violation Enforcement	\$ 3,900.00
08-PT-02-32	DeSoto Police Department	Hazardous Moving Violation Enforcement	\$ 3,330.00
08-154-AL-01	Eldon Police Department	Sobriety Checkpoint	\$ 1,350.00
08-PT-02-33	Ellisville Police Department	Hazardous Moving Violation Enforcement	\$ 5,600.00
08-PT-02-34	Eureka Police Department	Hazardous Moving Violation Enforcement	\$ 33,514.56
08-154-AL-02	Eureka Police Department	DWI Enforcement	\$ 4,189.32
08-154-AL-03	Eureka Police Department	Sobriety Checkpoint	\$ 7,305.08
08-PT-02-35	Farmington Police Department	Hazardous Moving Violation Enforcement	\$ 3,519.00
08-PT-02-36	Ferguson Police Department	Hazardous Moving Violation Enforcement	\$ 6,031.00
08-PT-02-37	Festus Police Department	Hazardous Moving Violation Enforcement	\$ 8,010.00
08-154-AL-04	Festus Police Department	DWI Enforcement	\$ 8,010.00
08-PT-02-38	Florissant Police Department	Hazardous Moving Violation Enforcement	\$ 5,022.60
08-PT-02-39	Franklin County Sheriff Department	DWI Enforcement	\$ 10,000.00
08-PT-02-40	Franklin County Sheriff Department	Sobriety Checkpoint	\$ 5,150.00
08-PT-02-41	Franklin County Sheriff Department	Speed Enforcement	\$ 10,000.00
08-154-AL-67	Franklin County Sheriff Department	Youth Alcohol	\$ 5,000.00
08-PT-02-42	Gladstone DPS	DWI Enforcement	\$ 7,020.00
08-PT-02-43	Gladstone DPS	Hazardous Moving Violation Enforcement	\$ 11,232.00
08-PT-02-44	Gladstone DPS	Occupant Protection	\$ 3,744.00
08-PT-02-45	Glendale Police Department	Hazardous Moving Violation Enforcement	\$ 2,100.00
08-PT-02-207	Grain Valley Police Department	Hazardous Moving Violation	\$ 6,032.00
08-154-AL-05	Grain Valley Police Department	DWI Enforcement	\$ 2,688.00
08-PT-02-146	Grandview Police Department	Hazardous Moving Violation	\$ 10,368.00
08-PT-02-46	Greene County Sheriff Department	DWI Enforcement	\$ 75,000.00
08-PT-02-47	Greene County Sheriff Department	Speed Enforcement	\$ 50,000.00
08-PT-02-48	Greene County Sheriff Department	Youth Alcohol	\$ 25,000.00
08-K10-07-06	Hallsville Police Department	Racial Profiling Software	\$ 2,245.00
08-PT-02-49	Hannibal Police Department	Hazardous Moving Violation Enforcement	\$ 10,800.00
08-PT-02-50	Harrisonville Police Department	Hazardous Moving Violation Enforcement	\$ 2,544.00
08-154-AL-06	Harrisonville Police Department	DWI Enforcement	\$ 2,544.00
08-154-AL-07	Harrisonville Police Department	Sobriety Checkpoint	\$ 2,120.00
08-PT-02-51	Hazelwood Police Department	Hazardous Moving Violation Enforcement	\$ 8,640.00
08-PT-02-52	Herculaneum Police Department	Hazardous Moving Violation Enforcement	\$ 7,125.00
08-154-AL-08	Herculaneum Police Department	DWI Enforcement	\$ 5,700.00
08-PT-02-53	Howell County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 10,000.00
08-154-AL-09	Howell County Sheriff Department	DWI Enforcement	\$ 5,300.00
08-PT-02-54	Independence Police Department	Hazardous Moving Violation Enforcement	\$ 102,000.00
08-PT-02-55	Independence Police Department	Red Light Running	\$ 27,200.00
08-PT-02-56	Independence Police Department	I-70 Aggressive Driving	\$ 46,400.00
08-K8-03-25	Independence Police Department	DWI Enforcement	\$ 79,900.00
08-K8-03-26	Independence Police Department	Sobriety Checkpoint	\$ 35,700.00
08-K8-03-27	Independence Police Department	Youth Alcohol	\$ 24,480.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-K10-07-07	Independence Police Department	Racial Profiling Software	\$ 6,413.00
08-PT-02-57	Jackson County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 10,000.00
08-PT-02-208	Jackson County Sheriff Department	JCSO Traffic Unit (partial)	\$ 375,000.00
08-154-AL-10	Jackson County Sheriff Department	Sobriety Checkpoint	\$ 8,000.00
08-154-AL-11	Jackson County Sheriff Department	Youth Alcohol	\$ 5,000.00
08-154-AL-12	Jackson County Sheriff Department	DWI Enforcement	\$ 5,000.00
08-154-AL-201	Jackson County Sheriff Department	JCSO Traffic Unit (partial)	\$ 145,000.00
08-PT-02-58	Jackson Police Department	Hazardous Moving Violation Enforcement	\$ 1,500.00
08-PT-02-59	JASCO-Metropolitan Police	Hazardous Moving Violation Enforcement	\$ 3,000.00
08-154-AL-13	JASCO-Metropolitan Police	DWI Enforcement	\$ 2,400.00
08-154-AL-14	JASCO-Metropolitan Police	Sobriety Checkpoint	\$ 6,000.00
08-PT-02-60	Jasper County Sheriff Department	Speed Enforcement	\$ 15,000.00
08-PT-02-61	Jasper County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 15,000.00
08-154-AL-15	Jasper County Sheriff Department	DWI Enforcement	\$ 16,500.00
08-PT-02-62	Jefferson City Police Department	Hazardous Moving Violation Enforcement	\$ 20,020.00
08-154-AL-16	Jefferson City Police Department	Sobriety Checkpoint	\$ 5,600.00
08-PT-02-63	Jefferson County Sheriff Department	DWI Enforcement	\$ 100,034.72
08-PT-02-64	Jefferson County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 100,034.72
08-PT-02-65	Jefferson County Sheriff Department	Sobriety Checkpoint	\$ 40,876.00
08-PT-02-66	Jefferson County Sheriff Department	Speed Enforcement	\$ 35,859.40
08-PT-02-67	Jefferson County Sheriff Department	Youth Alcohol	\$ 95,018.12
08-PT-02-68	Jennings Police Department	Hazardous Moving Violation Enforcement	\$ 6,000.00
08-154-AL-17	Jennings Police Department	DWI Enforcement	\$ 9,000.00
08-154-AL-18	Jennings Police Department	Sobriety Checkpoint	\$ 5,130.00
08-PT-02-69	Joplin Police Department	Hazardous Moving Violation Enforcement	\$ 7,417.22
08-154-AL-19	Joplin Police Department	DWI Enforcement	\$ 7,417.22
08-154-AL-20	Joplin Police Department	Youth Alcohol	\$ 7,417.22
08-PT-02-70	Kansas City Police Department	Occupant Protection	\$ 53,280.00
08-PT-02-71	Kansas City Police Department	Speed Enforcement I-435	\$ 44,400.00
08-PT-02-72	Kansas City Police Department	Speed Enforcement I-70	\$ 54,400.00
08-PT-02-73	Kansas City Police Department	Hazardous Moving Violation Enforcement	\$ 78,750.00
08-K8-03-28	Kansas City Police Department	Sobriety Checkpoint	\$ 88,128.00
08-K8-03-29	Kansas City Police Department	DWI Enforcement	\$ 66,600.00
08-K8-03-30	Kansas City Police Department	Youth Alcohol	\$ 18,000.00
08-PT-02-74	Kennett Police Department	Speed Enforcement	\$ 14,400.00
08-PT-02-75	Kennett Police Department	Occupant Protection	\$ 1,512.00
08-154-AL-21	Kennett Police Department	DWI Enforcement	\$ 15,552.00
08-K10-07-05	Kirksville Police Department	Racial Profiling Software	\$ 3,015.00
08-PT-02-147	Kirkwood Police Department	Hazardous Moving Violation	\$ 11,472.40
08-154-AL-202	Ladue Police Department	DWI Enforcement	\$ 2,780.00
08-PT-02-76	Lake St. Louis Police Department	Speed Enforcement	\$ 1,500.00
08-154-AL-22	Lake St. Louis Police Department	DWI Enforcement	\$ 1,500.00
08-PT-02-213	Lawrence County Sheriff Department	Speed Enforcement	\$ 4,000.00
08-PT-02-77	Lee's Summit Police Department	Hazardous Moving Violation Enforcement	\$ 18,000.00
08-PT-02-78	Lee's Summit Police Department	Speed Enforcement I470-50	\$ 12,000.00
08-154-AL-23	Lee's Summit Police Department	DWI Enforcement	\$ 21,000.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-148	Liberty Police Department	Hazardous Moving Violation	\$ 9,576.00
08-PT-02-79	Lone Jack Police Department	Hazardous Moving Violation Enforcement	\$ 5,184.00
08-PT-02-80	Maryland Heights Police Dept.	Speed Enforcement	\$ 15,912.44
08-154-AL-24	Maryland Heights Police Dept.	DWI Enforcement	\$ 10,996.80
08-PT-02-81	Missouri Police Chiefs Assoc.	Law Enforcement Training	\$ 54,900.00
08-PT-02-124	Missouri Safety Center	Occupant Protection CIOT Enforcement	\$ 250,020.00
08-PT-02-125	Missouri Safety Center	Occupant Protection Youth Enforcement	\$ 80,000.00
08-PT-02-126	Missouri Safety Center	Driver Improvement Program D.I.P.	\$ 31,514.40
08-PT-02-127	Missouri Safety Center	LE Training Crash Investigation Package	\$ 86,805.00
08-PT-02-128	Missouri Safety Center	Child Safety Seat Study	\$ 29,808.00
08-PT-02-129	Missouri Safety Center	High School Safety Belt Study	\$ 64,584.00
08-PT-02-130	Missouri Safety Center	Statewide Safety Belt Study	\$ 108,000.00
08-154-AL-52	Missouri Safety Center	STEP DWI Enforcement	\$ 248,400.00
08-154-AL-53	Missouri Safety Center	LE Training - 8-hr. Drugs/Testifying	\$ 3,888.00
08-154-AL-54	Missouri Safety Center	Breath Lab Operations/Training	\$ 190,392.00
08-154-AL-55	Missouri Safety Center	SFST Coordination	\$ 169,214.00
08-154-AL-56	Missouri Safety Center	Sobriety Checkpoint Supervisor Training	\$ 32,400.00
08-154-AL-205	Missouri Safety Center	Breath Instrument Replacement	\$ 249,480.00
08-154-AL-206	Missouri Safety Center	Breath Simulator Replacement	\$ 35,165.00
08-K9-04-05	Missouri Safety Center	LETS Software Training	\$ 7,560.00
08-PT-02-209	Missouri Sheriffs Association	Law Enforcement Training - Vehicle Driver	\$ 41,156.50
08-PT-02-131	Missouri Southern State Univ.	Law Enforcement Training	\$ 63,000.00
08-PT-02-134	Missouri State Highway Patrol	Aircraft Speed Enforcement	\$ 90,012.60
08-PT-02-135	Missouri State Highway Patrol	Occupant Protection - CIOT	\$ 157,521.78
08-PT-02-136	Missouri State Highway Patrol	Law Enforcement Training- Skill Development	\$ 36,600.00
08-PT-02-137	Missouri State Highway Patrol	Hazardous Moving Violation Enforcement	\$ 157,521.78
08-PT-02-138	Missouri State Highway Patrol	STARS	\$ 132,240.50
08-PT-02-139	Missouri State Highway Patrol	Statistical Analysis Center	\$ 11,000.00
08-PT-02-140	Missouri State Highway Patrol	Law Enforcement Training - TND Application	\$ 141,626.00
08-K8-03-36	Missouri State Highway Patrol	DWI Enforcement	\$ 211,011.31
08-K8-03-37	Missouri State Highway Patrol	DWITS	\$ 69,500.00
08-K8-03-38	Missouri State Highway Patrol	Sobriety Checkpoint	\$ 229,745.00
08-154-AL-208	Missouri State Highway Patrol	Digital Video Cameras for Patrol Cars	\$ 1,300,000.00
08-K10-07-01	Missouri State Highway Patrol	Prohibit Racial Profiling	\$ 480,000.00
08-K9-04-07	Missouri State Highway Patrol	Traffic Records TRACE Reports	\$ 100,570.00
08-K9-04-03	Missouri State Highway Patrol	Web TRACE	\$ 115,000.00
08-157-PT-01	Missouri State Highway Patrol	Equipment & Training	\$ 64,184.00
08-154-HE-1	MO Dept of Transportation	Hazardous Elimination Materials Projects	\$ 15,000,000.00
08-154-AL-58	Mo. Dept. of Revenue	LE Training Seminars	\$ 10,096.75
08-154-AL-207	Mo. Dept. of Revenue	Equipment/materials for DOR Attorneys	\$ 9,480.00
08-K9-04-08	Mo. Dept. of Revenue	Document Management/Work Overflow System	\$ 350,000.00
08-K8-03-204	Mo. Div. Of Alcohol & Tobacco	Youth Alcohol	\$ 358,640.00
08-PT-02-133	MO. Division of Fire Safety	Educational Projects	\$ 34,155.00
08-PA-02-1	MO. Division of Highway Safety	P & A Coordination	\$ 200,000.00
08-PT-02-01	MO. Division of Highway Safety	Police Traffic Services Coordination	\$ 150,000.00
08-PT-02-02	MO. Division of Highway Safety	LETSAC	\$ 30,000.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-03	MO. Division of Highway Safety	REJIS	\$ 15,000.00
08-PT-02-04	MO. Division of Highway Safety	Statewide HMV	\$ 15,000.00
08-PT-02-05	MO. Division of Highway Safety	Mature Driver Program	\$ 22,000.00
08-PT-02-06	MO. Division of Highway Safety	Workshops/Training Support	\$ 15,000.00
08-PT-02-07	MO. Division of Highway Safety	Young Driver Program - Youth Summit	\$ 75,000.00
08-PT-02-08	MO. Division of Highway Safety	MoDOT Conference	\$ 30,000.00
08-PT-02-09	MO. Division of Highway Safety	Creative Services	\$ 100,000.00
08-PT-02-10	MO. Division of Highway Safety	Youth Prevention and Awareness	\$ 20,000.00
08-PT-02-11	MO. Division of Highway Safety	PI&E General	\$ 40,000.00
08-PT-02-200	MO. Division of Highway Safety	MSHP Troop A Radar	\$ 9,000.00
08-PT-02-201	MO. Division of Highway Safety	Law Enforcement Incentives	\$ 30,000.00
08-AL-03-01	MO. Division of Highway Safety	Youth Alcohol Program Coordination	\$ 60,000.00
08-AL-03-02	MO. Division of Highway Safety	Parent Guide	\$ 57,795.00
08-K8-03-01	MO. Division of Highway Safety	Alcohol Program Coordination	\$ 90,000.00
08-K8-03-02	MO. Division of Highway Safety	Statewide DWI	\$ 15,000.00
08-K8-03-03	MO. Division of Highway Safety	DRE	\$ 20,000.00
08-K8-03-04	MO. Division of Highway Safety	PIRE LE Training	\$ 38,000.00
08-K8-03-05	MO. Division of Highway Safety	Educational Projects	\$ 20,000.00
08-K8-03-06	MO. Division of Highway Safety	Southwest Task Force	\$ 24,000.00
08-K8-03-10	MO. Division of Highway Safety	Impaired Driving Program	\$ 25,000.00
08-K8-PM-03-03	MO. Division of Highway Safety	Impaired Driving Paid Media	\$ 250,000.00
08-154-AL-200	MO. Division of Highway Safety	Sobriety Checkpoint Equipment	\$ 20,000.00
08-OP-05-01	MO. Division of Highway Safety	CPS Program Coordination	\$ 40,000.00
08-OP-05-02	MO. Division of Highway Safety	Occupant Protection-Materials, Training, Seats	\$ 15,000.00
08-OP-05-03	MO. Division of Highway Safety	Occupant Protection-Bike/Pedestrian Materials	\$ 5,000.00
08-OP-05-04	MO. Division of Highway Safety	Occupant Protection-Tween Safety	\$ 50,000.00
08-SA-09-01	MO. Division of Highway Safety	Safe Communities Coordination	\$ 2,000.00
08-RS-11-01	MO. Division of Highway Safety	Engineering Services Coordination	\$ 3,000.00
08-RS-11-02	MO. Division of Highway Safety	BEAP/TEAP	\$ 124,000.00
08-PM-02-01	MO. Division of Highway Safety	CPS Child Passenger Safety Paid Media	\$ 100,000.00
08-PM-02-02	MO. Division of Highway Safety	Work Zone Paid Media	\$ 100,000.00
08-PM-02-03	MO. Division of Highway Safety	Young Driver Paid Media	\$ 200,000.00
08-PM-02-04	MO. Division of Highway Safety	Occupant Protection-CIOT Paid Media	\$ 300,000.00
08-K9-04-01	MO. Division of Highway Safety	Traffic Records Coordination	\$ 10,000.00
08-K9-04-02	MO. Division of Highway Safety	LETS Software	\$ 20,000.00
08-K9-04-04	MO. Division of Highway Safety	MoDOT GPS Line Work	\$ 156,038.86
08-K6-12-01	MO. Division of Highway Safety	Motorcycle Safety Paid Media	\$ 245,704.00
08-K3-05-01	MO. Division of Highway Safety	CPS for Low Income Families	\$ 500,000.00
08-154-AL-60	Mo. Off. of Prosecution Services	TS Resource Prosecutor	\$ 169,514.05
08-K9-04-06	Mo. Off. of State Court Admin.	Automated Traffic Disposition Reporting	\$ 150,000.00
08-K9-04-09	Mo. Off. of State Court Admin.	JIS Project	\$ 33,443.72
08-154-AL-57	Mo. Southern State University	LE Training - Alcohol	\$ 66,000.00
08-K10-07-02	Moberly Police Department	Prohibit Racial Profiling	\$ 3,015.00
08-PT-02-132	MoDOT	Operation Lifesaver	\$ 64,000.00
08-K8-03-31	Mothers Against Drunk Driving	Court Monitoring Project	\$ 110,310.00
08-PT-02-82	Neosho Police Department	Hazardous Moving Violation Enforcement	\$ 4,992.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-154-AL-25	Neosho Police Department	DWI Enforcement	\$ 2,880.00
08-PT-02-83	Newton County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 14,000.00
08-154-AL-26	Newton County Sheriff Department	DWI Enforcement	\$ 32,552.00
08-PT-02-84	Nixa Police Department	Hazardous Moving Violation Enforcement	\$ 2,507.83
08-PT-02-85	Normandy Police Department	Hazardous Moving Violation Enforcement	\$ 2,000.00
08-PT-02-149	O'Fallon Police Department	Speed Enforcement	\$ 12,156.03
08-154-AL-64	O'Fallon Police Department	DWI Enforcement	\$ 9,411.12
08-154-AL-65	O'Fallon Police Department	Sobriety Checkpoint	\$ 7,842.60
08-PT-02-86	Olivette Police Department	Hazardous Moving Violation Enforcement	\$ 2,500.00
08-PT-02-87	Osage Beach DPS	Hazardous Moving Violation Enforcement	\$ 6,336.00
08-154-AL-27	Osage Beach DPS	Sobriety Checkpoint	\$ 4,125.00
08-PT-02-88	Overland Police Department	Hazardous Moving Violation Enforcement	\$ 14,512.00
08-PT-02-89	Overland Police Department	Speed Enforcement	\$ 16,050.00
08-154-AL-28	Overland Police Department	DWI Enforcement	\$ 11,286.00
08-154-AL-29	Overland Police Department	Sobriety Checkpoint	\$ 6,420.00
08-PT-02-210	Ozark Police Department	Hazardous Moving Violation	\$ 8,420.00
08-154-AL-30	Ozark Police Department	DWI Enforcement	\$ 5,760.00
08-154-AL-203	Ozark Police Department	Sobriety Checkpoint Equipment	\$ 11,261.50
08-PT-02-90	Peculiar Police Department	Hazardous Moving Violation Enforcement	\$ 4,008.00
08-154-AL-31	Peculiar Police Department	Sobriety Checkpoint	\$ 1,512.00
08-154-AL-32	Peculiar Police Department	DWI Enforcement	\$ 576.00
08-PT-02-91	Perryville Police Department	Hazardous Moving Violation Enforcement	\$ 4,008.00
08-PT-02-92	Pevely Police Department	Hazardous Moving Violation Enforcement	\$ 13,765.50
08-PT-02-93	Pevely Police Department	Speed Enforcement	\$ 15,846.00
08-154-AL-33	Pevely Police Department	DWI Enforcement	\$ 6,840.00
08-PT-02-94	Platte County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 17,498.25
08-PT-02-143	Platte County Sheriff Department	Full Time Traffic Officer	\$ 18,515.92
08-154-AL-34	Platte County Sheriff Department	DWI Enforcement	\$ 4,666.20
08-PT-02-95	Pleasant Hill Police Department	Hazardous Moving Violation Enforcement	\$ 4,050.00
08-154-AL-35	Pleasant Hill Police Department	Sobriety Checkpoint	\$ 2,511.00
08-154-AL-204	Pleasant Hill Police Department	DWI Enforcement	\$ 8,025.00
08-K10-07-04	Pleasant Valley Police Dept.	Racial Profiling Software	\$ 6,957.00
08-PT-02-96	Raymore Police Department	Hazardous Moving Violation Enforcement	\$ 7,980.00
08-154-AL-36	Raymore Police Department	DWI Enforcement	\$ 3,648.00
08-154-AL-37	Raymore Police Department	Sobriety Checkpoint	\$ 6,840.00
08-PT-02-97	Raytown Police Department	Hazardous Moving Violation Enforcement	\$ 21,219.20
08-PT-02-98	Riverside DPS	School Bus Stop Sign Enforcement	\$ 1,800.00
08-PT-02-211	Riverside DPS	Hazardous Moving Violation	\$ 13,820.00
08-154-AL-38	Riverside DPS	DWI Enforcement	\$ 5,010.00
08-PT-02-99	Scott County Sheriff Department	Hazardous Moving Violation Enforcement	\$ 6,000.00
08-154-AL-39	Scott County Sheriff Department	DWI Enforcement	\$ 9,600.00
08-PT-02-150	Sedalia Police Department	Hazardous Moving Violation	\$ 10,397.70
08-PT-02-151	Smithville Police Department	Hazardous Moving Violation	\$ 4,050.00
08-K10-07-03	Smithville Police Department	Racial Profiling Software	\$ 7,795.00
08-154-AL-68	Southeast Missouri State Univ.	Crime Lab Project	\$ 16,715.00
08-PT-02-100	Springfield Police Department	Hazardous Moving Violation Enforcement	\$ 25,000.05

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-101	Springfield Police Department	Red Light Running	\$ 25,004.00
08-PT-02-144	Springfield Police Department	Part-Time FTE-Data Entry	\$ 9,100.00
08-K8-03-32	Springfield Police Department	DWI Enforcement	\$ 30,000.00
08-K8-03-33	Springfield Police Department	Youth Alcohol	\$ 25,018.17
08-K8-03-203	Springfield Police Department	Sobriety Checkpoint	\$ 13,032.00
08-PT-02-102	St. Ann Police Department	Speed Enforcement	\$ 4,731.20
08-PT-02-103	St. Charles City Police Department	Red Light Running	\$ 12,000.00
08-PT-02-104	St. Charles City Police Department	Speed Enforcement	\$ 20,000.00
08-PT-02-105	St. Charles City Police Department	Hazardous Moving Violation Enforcement	\$ 16,120.00
08-154-AL-40	St. Charles City Police Department	DWI Enforcement	\$ 20,160.00
08-154-AL-41	St. Charles City Police Department	Sobriety Checkpoint	\$ 6,725.00
08-154-AL-42	St. Charles County Sheriff Department	DWI Enforcement	\$ 15,600.00
08-PT-02-106	St. John Police Department	Hazardous Moving Violation Enforcement	\$ 9,500.00
08-PT-02-107	St. John Police Department	DWI Enforcement	\$ 9,500.00
08-154-AL-43	St. John Police Department	Sobriety Checkpoint	\$ 8,225.00
08-PT-02-108	St. Joseph Police Department	DWI Enforcement	\$ 6,178.00
08-PT-02-109	St. Joseph Police Department	Hazardous Moving Violation Enforcement	\$ 10,379.00
08-PT-02-110	St. Joseph Police Department	Occupant Protection	\$ 5,005.00
08-PT-02-111	St. Joseph Police Department	Sobriety Checkpoint	\$ 5,005.00
08-PT-02-112	St. Joseph Police Department	Youth Alcohol	\$ 11,921.40
08-PT-02-113	St. Louis County Police Dept.	Highway Safety Team Enforcement Unit	\$ 241,984.70
08-PT-02-114	St. Louis County Police Dept.	Sobriety Checkpoint	\$ 34,974.00
08-K8-03-34	St. Louis Metro Police Department	DWI Enforcement	\$ 120,010.80
08-K8-03-35	St. Louis Metro Police Department	Sobriety Checkpoint	\$ 23,025.60
08-PT-02-115	St. Louis Metro Police Dept.	Speed Enforcement	\$ 110,009.25
08-PT-02-116	St. Louis Metro Police Dept.	Hazardous Moving Violation Enforcement	\$ 110,009.25
08-PT-02-214	Stafford Police Department	Hazardous Moving Violation	\$ 4,804.50
08-PT-02-152	Stone County Sheriff Department	Speed Enforcement	\$ 2,500.00
08-154-AL-66	Stone County Sheriff Department	DWI Enforcement	\$ 5,000.00
08-PT-02-212	Sugar Creek Police Department	Hazardous Moving Violation	\$ 10,514.00
08-154-AL-44	Town & Country Police Dept	DWI Enforcement	\$ 15,000.00
08-PT-02-117	Town & Country Police Dept.	Speed Enforcement	\$ 13,500.00
08-SA-09-04	Traffic Safety Alliance	Safe Communities Project	\$ 49,777.41
08-PT-02-153	Troy Police Department	Speed Enforcement	\$ 6,160.00
08-154-AL-45	Troy Police Department	Sobriety Checkpoint	\$ 6,125.00
08-PT-02-118	Union Police Department	Hazardous Moving Violation Enforcement	\$ 10,050.00
08-PT-02-119	Union Police Department	DWI Enforcement	\$ 15,008.00
08-PT-02-141	Univ. of Missouri Kansas City	Hazardous Moving Violation Enforcement	\$ 8,000.00
08-K8-03-39	University of Missouri	SMART Server Training	\$ 224,400.84
08-154-AL-61	University of Missouri	ThinkFirst Missouri	\$ 261,120.00
08-PT-02-120	Washington Police Department	Hazardous Moving Violation Enforcement	\$ 8,100.00
08-154-AL-46	Washington Police Department	DWI Enforcement	\$ 8,100.00
08-154-AL-47	Washington Police Department	Youth Alcohol	\$ 5,400.00
08-PT-02-142	Washington University	Fitness-to -Drive Mature Driver	\$ 93,781.00
08-154-AL-48	Webb City Police Department	Sobriety Checkpoint	\$ 5,040.00
08-154-AL-49	Webb City Police Department	DWI Enforcement	\$ 10,815.00

MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2008 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
08-PT-02-121	West Plains Police Department	Hazardous Moving Violation Enforcement	\$ 10,016.27
08-154-AL-50	West Plains Police Department	Sobriety Checkpoint	\$ 2,461.00
08-K10-07-08	Weston Police Department	Racial Profiling Software	\$ 8,044.00
08-PT-02-122	Willow Springs Police Department	Hazardous Moving Violation Enforcement	\$ 4,000.00
08-154-AL-51	Willow Springs Police Department	Sobriety Checkpoint	\$ 3,000.00
08-PT-02-123	Woodson Terrace Police Dept.	Hazardous Moving Violation Enforcement	\$ 2,000.00